



Presented By

LOB: Commercial Excellence

Ajaya Saipriya Sahoo (A8529)

Presenting to

Sahil Mahajan and Vicky Thakur

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Agenda

- ✓ Overview of Internship Journey
- ✓ Key Objectives
- ✓ Timeline Snapshot
- ✓ Challenges Faced
- ✓ Key Achievements and Impact
- ✓ Key Learnings
- ✓ Conclusion

Overview of Internship Journey

To give a snapshot of two-month internship journey at Atria



- 9-week Internship (April 7 – June 6) in Commercial Excellence (CE)
- Reported to Pooja, mentored by Sahil
- Worked on React-based Reporting Framework enhancements
- Contributed to BRD creation for Strategic Account Planning (SAP)
- Collaborated with cross-functional business and tech teams

Key Objectives

- Gain foundational knowledge of the pharmaceutical domain, company policies, and key internal tools (NetSuite, Empower, etc)
- Understand the business operations of Commercial Excellence at Axtria
- Contribute to internal product enhancements and reporting frameworks
- Learn and understand the usage of tools like Power BI, and React
- Deliver mockups, documentation, and presentations with business impact
- Collaborate across teams to understand

strategic planning and delivery

Key Tasks:

- **IC Reporting Optimization:** KT Sessions, contact with business teams to understand the difference between Power BI and React Reporting, Brainstorming and suggesting additional components for optimizations
- **IC Reporting Framework:** Documentation formatting, and Presentation file for Sanofi; Mockups creation of suggested components
- **React Development:** Learned React, built & optimized components, focused on reusability
- **SAP BRD Task:** BRD creation and documentation for SAP tool

Timeline Snapshot



Week-1

- Induction sessions and team introductions
- Self learning from Atria Institute
- Assigned to Commercial Excellence
- Connected with mentor, and team

Week-2

- Introduction to IC Reporting Framework
- Assignment briefing and goals defined
- React framework exploration

Week-3

- Connected with Business Teams
- Brainstorming ideas for optimization
- Presentation of initial progress

Week-4

- Developed visual mockups and submitted first draft documentation
- Integrated feedback from business connects
- Drafted IC Reporting Framework PPT

Timeline Snapshot (Cont.)



Week-5 and 6

- Power BI, Tableau exploration by connecting with business teams
- Created mid-presentation
- Fun Friday event planning and execution
- React learning started
- Mentored into Product Management

Week-7

- React learning continue
- Started Bayer BRD tasks
- Explored SAP tool on SalesIQ Platform
- KT sessions and iterative reviews

Week-8

- React Components building
- BRD task submission
- Implementation of components in the current code

Week-9

- Code review session
- Submission of react component (Map, Hamburger menu, Helpdesk) codes and corresponding document
- Final presentation

Challenges Faced



- **Technical Learning Curve:** As an MBA student, learning React from scratch was challenging. Overcame this through self-learning, online documentation, AI tools, and mentorship from Sahil.
- **Client-Level Documentation:** Converting technical notes into client-facing deliverables demanded a new level of structure and presentation.
- **Virtual Collaboration:** Coordinating Fun Friday virtually and engaging with multiple stakeholders online required adaptability.
- **Dynamic Requirements:** The SAP BRD task underwent multiple changes during execution, which required real-time adjustment and flexibility in approach.

Key Achievements and Impact



- Delivered a professional enhancement proposal for the **React reporting library** with visual **mockups & documentation**
- Translated **technical gaps** into business insights by benchmarking **Power BI** and **React reports**
- Built scalable, reusable components (e.g., Map, MapSidebar, MapMarker, Helpdesk module, Hamburger menu, etc) in React
- Designed and submitted the **Business Requirements Document (BRD)** for the **SAP** module
- Earned appreciation for presentation quality, coding standards, and proactive collaboration

Key Learnings

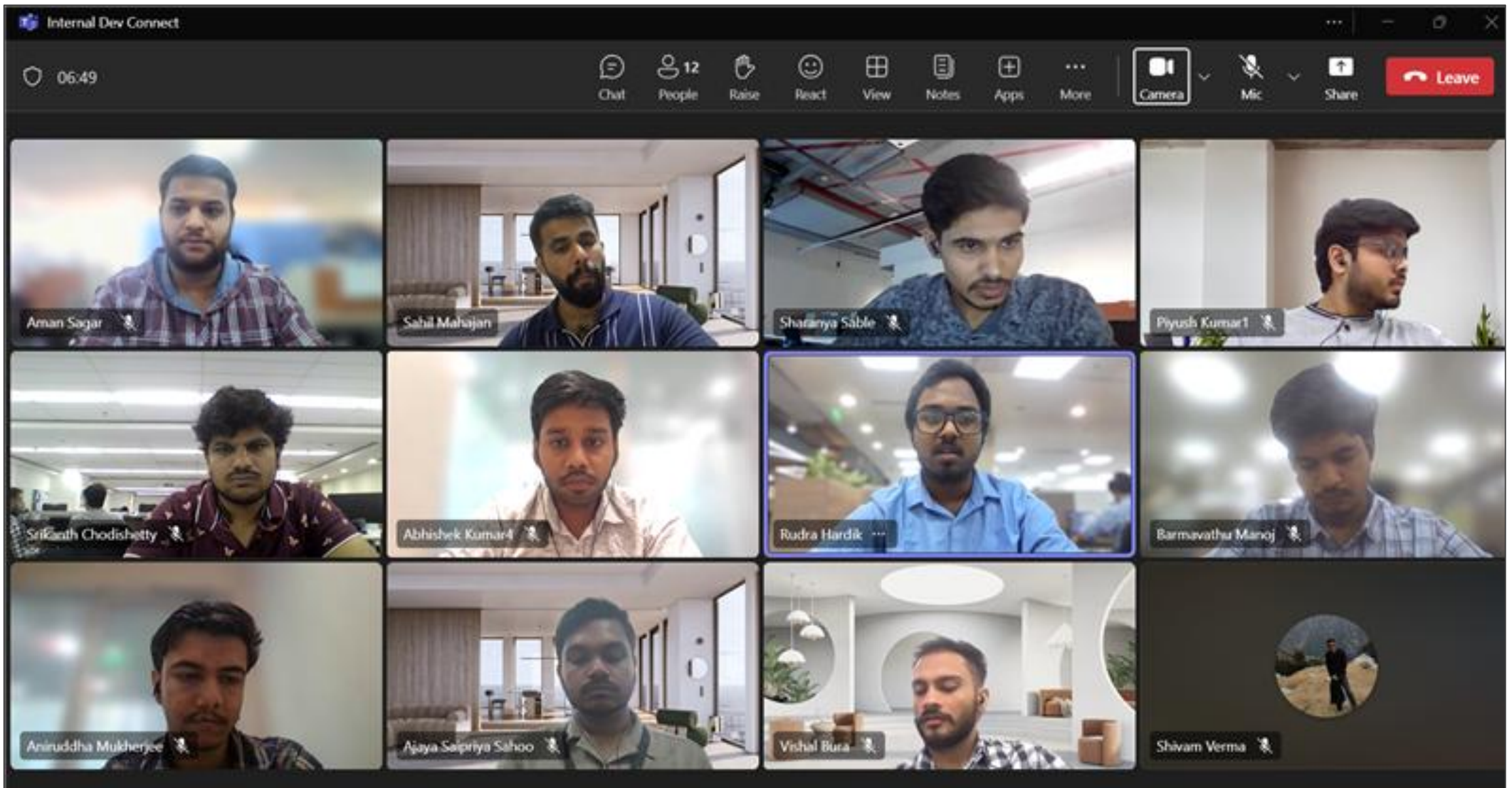


- **Technical Skills:**
 - **Frontend Development:** React.js, Node.js, Visual Studio Code
 - **Data Visualization:** Power BI, Tableau
 - **UI/UX Design:** Figma (Mockups & Wireframes)
 - **Documentation & Reporting:** BRD Templates, Visual Mockups
- **Soft Skills:**
 - Daily interactions with cross-functional teams
 - Active participation in Fun Friday event organization
 - Frequent connects with mentors- Sahil, Vicky, Ketan
 - Learned importance of asking the right questions
- **Business:**
 - Pharma Domain Knowledge, IC Reporting, Strategic Account Planning, BRD Creation

Conclusion



- ❖ Deep thanks to Axtria for a transformative and empowering internship experience
- ❖ Sincere appreciation to my mentor Sahil, for his trust, guidance, and constant encouragement
- ❖ Grateful to Pooja and the Commercial Excellence team for their support and collaboration
- ❖ Thankful for the opportunity to explore new domains, tools, and roles, especially Product Management
- ❖ Special thanks to all cross-functional team members who contributed to my learning
- ❖ I leave with confidence, respect for Axtria's culture, and lasting professional growth



Thank you to the team. (Last Day: 5th June, 2025)

