

Advanced Analytics – MMM App

Summary

Developed a unified Power BI app for Marketing Mix Modeling (MMM) data across multiple **GenMeds** and **RBD** brands. Each brand had a dedicated dashboard, all consolidated into one app with Row-Level Security (RLS) so individual teams could only view their brand, while senior leaders could see all brands through a single link. The app replaced manual PPT reporting, delivering a clean, quick-to-develop, and auto-refreshed solution for tracking spend and tactic performance.

Problem Statement

MMM reporting was previously built manually in PPT, which was time-consuming and inefficient. Teams often waited for reports to be updated, delaying visibility into spend allocation and performance.

Role & Duration

Project lead - managed stakeholder expectations, oversaw development, and guided the team through build and delivery, with timelines ranging from 2–4 weeks per dashboard.

Stakeholders

Brand leads, marketing teams, and senior leadership.

Data Sources

Snowflake, SharePoint.

Tech Stack

Power BI, SharePoint, Snowflake.

Key Features

- Separate dashboards for each brand
- Unified Power BI app with Row-Level Security (RLS)
- Automated refresh aligned with MMM data updates
- Single source of truth for spend and tactic performance
- Brand-specific access for teams, leadership view for cross-brand comparison

KPIs & Metrics Tracked

- Marketing spend
- Innovation categorization
- Tactics performance (e.g., DTC, Salesforce, etc.)

Approach

Performed simple data transformations within Power BI, integrated data sources from Snowflake/SharePoint, and applied robust RLS design. Converted previously manual PPT-based reports into a clean, scalable Power BI app.

Impact

- Eliminated the need for PPT report preparation
- Provided real-time, auto-refreshed MMM insights
- Improved speed of delivery (reports now available in 1–2 weeks per brand instead of long PPT cycles)
- Created a scalable app that can grow with additional brands

Challenges & Solutions

- Designing secure access for brand teams and leadership - implemented RLS for controlled visibility
- Ensuring quick turnaround per brand - leveraged Power BI automation and simple transformations

Future Enhancements

Planned expansion to include additional brands in the MMM Power BI app.