

# EP Dashboard

---

## Summary

Built Power BI dashboards for Multaq, Soliqua, Toujeo, Lantus, Thyrogen, and Caprelsa, tracking market sales and inventory performance. Provided brand leads with visibility into sales and supply trends.

## Problem Statement

Previously, sales and inventory tracking was prepared manually in PowerPoint, which took around a week. With Power BI automation, the process was reduced to less than a day, with ongoing work to fully automate data collation.

## Role & Duration

One of two primary developers, responsible for building Power BI models, pipelines, and automation.

**Project duration:** 2 months.

## Stakeholders

Brand leads and senior leadership across multiple therapeutic areas.

## Data Sources

IQVIA, CIM/SAS, Excel, Tableau, Snowflake.

## Tech Stack

Power BI, Python, SQL, Snowflake, SharePoint.

## Key Features

- Monthly and weekly revenue tracking
- Market share analysis
- Inventory performance tracking
- Multi-brand visibility across therapeutic areas

## Approach

- Collated data from multiple sources
- Built Python pipelines to automate transformations
- Created SharePoint location for centralized storage
- Built Snowflake tables and views for structured reporting
- Integrated all data into Power BI with robust data models

### **KPIs & Metrics Tracked**

- Market share
- Revenue
- Net sales
- Inventory
- Free vs. paid customers

### **Impact**

Significant time savings by reducing manual PPT preparation from a week to less than a day. Enabled weekly updates with multiple KPIs available for decision-making.

### **Challenges & Solutions**

Integrating multiple heterogeneous data sources (weekly and monthly). Solved by building a robust master data framework and harmonized Power BI models.