

Advanced Analytics – MMM App

Summary

Developed a unified Power BI app for Marketing Mix Modeling (MMM) data across multiple brands — Tzield, Dupixent, Altuviiiio, and Sarclisa. 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.

- Dupixent: 2 weeks
- Tzield: 1 week
- Altuviiiio: 2 weeks
- Sarclisa: ongoing

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 (Tzield, Dupixent, Altuviiiio, Sarclisa)
- 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.