

RBD IBP Dashboard

Summary

Power BI dashboard tracking sales, demand, revenue, and inventory for Hemophilia A & B brands, giving brand leads fast visibility at brand and market levels.

Problem Statement

Insights were spread across multiple data sources, slowing decision-making and creating version/control issues.

Role & Duration

Project lead - owned stakeholder management and solution design; the team executed the build under my guidance.

Stakeholders

Brand Leads (RBD).

Data Sources

Snowflake, SharePoint, Excel.

Tech Stack

Power BI, SQL, Snowflake, SharePoint, Python.

Key Features

- One-click currency toggle (USD <-> EUR)
- Brand-level performance for each brand.
- Market-level performance and trend views
- Drilldowns from portfolio - market - brand

Approach

- Built Snowflake views per data domain to handle multi-million-row tables
- Modeled and related datasets in Power BI (clean star schema)
- Optimized query folding and refresh for scale

KPIs Tracked

- Sales
- Revenue
- Inventory
- Demand (plus trend and variance views)

Impact

Replaced manual PPT workflows with a live Power BI app, cutting prep time and improving visual clarity and adoption.

Challenges & Solutions

- High-volume, heterogeneous data - separated into performant Snowflake views, then unified in PBI models
- Consistency across sources - standardized metadata and measure definitions

Future Enhancements

Onboarding additional RBD brands and expanding market granularity.