EP Dashboard

Summary

Built Power BI dashboards for multiple brands, 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.