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.