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.