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# Sandesh Keshavan

Senior Business Analyst,  
Saama Technologies, Inc



# UC 1: PHARMACYCLICS

## Problem Statement:

- ❑ Legacy systems in place to track Sales performance and patient adherence to drug consumption.

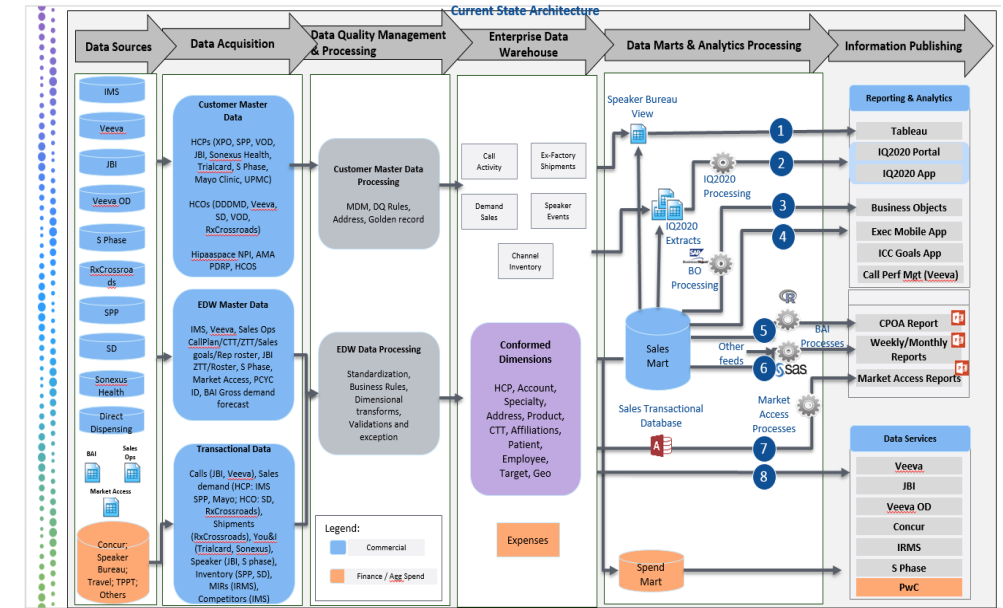
## Tools & Technologies Used:

- ❖ Veeva CRM – to monitor Sales reps' performance
- ❖ SQL Server – used for data analysis and root cause
- ❖ Data sets – IMS, SD, SPP, Veeva data, Call Roster, Inventory, and more
- ❖ MS Suite (Excel & PowerPoint) – analyze legacy reports
- ❖ Tableau – analytics platform to allow RSM and DM to track Sales & Calls

## Process:

Incentive compensation is primarily driven by Sales reps' ability to reach high segment target Physicians. Using CRM data feed and in partnership with Stakeholders from Sales Operations and Marketing, I was able to analyze the root cause using fishbone analysis technique and I created a dashboard highlighting metrics to track performance and call adherence.

**Value-Add:** reduced ad-hoc operational requests from Sales Ops team by designing a self-service analytical platform to conduct deep dive analysis on performance and adherence.



## Solution:

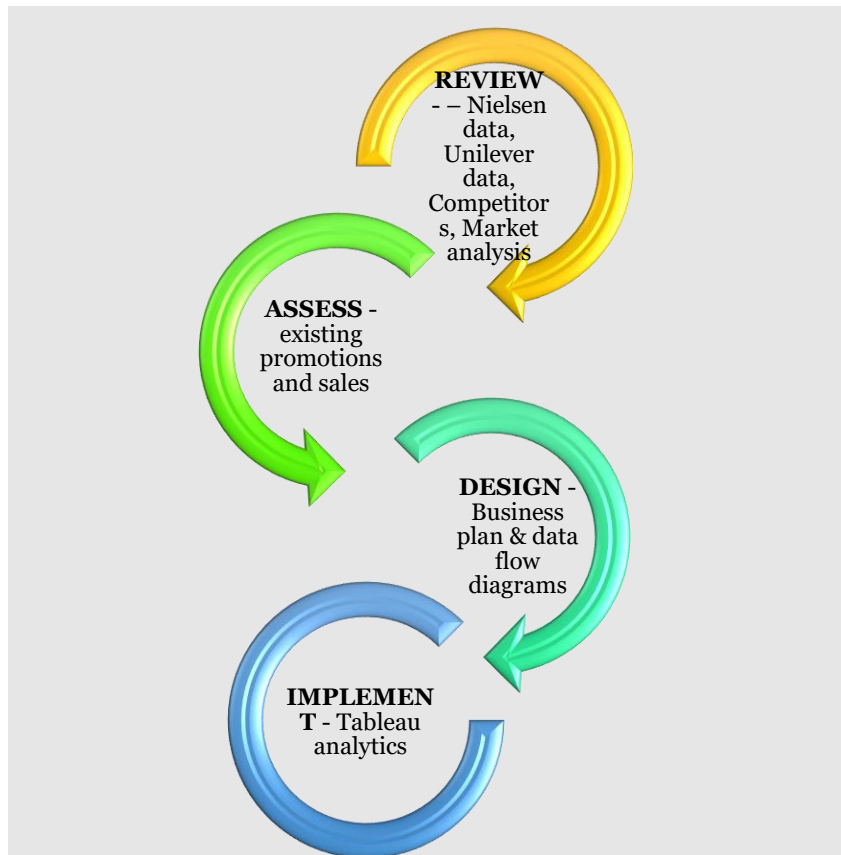
Through architectural changes and updated data ingestion recommendations, I was able to derive insights using variance analysis and comparison to derive which regions are under performing or in which segment sales reps have not reached the targeted number of calls and provide prescriptive measures to achieve the goals.

## UC 2: UNILEVER

### Problem Statement:

- ❑ Track promotion efficiencies to increase customer retention

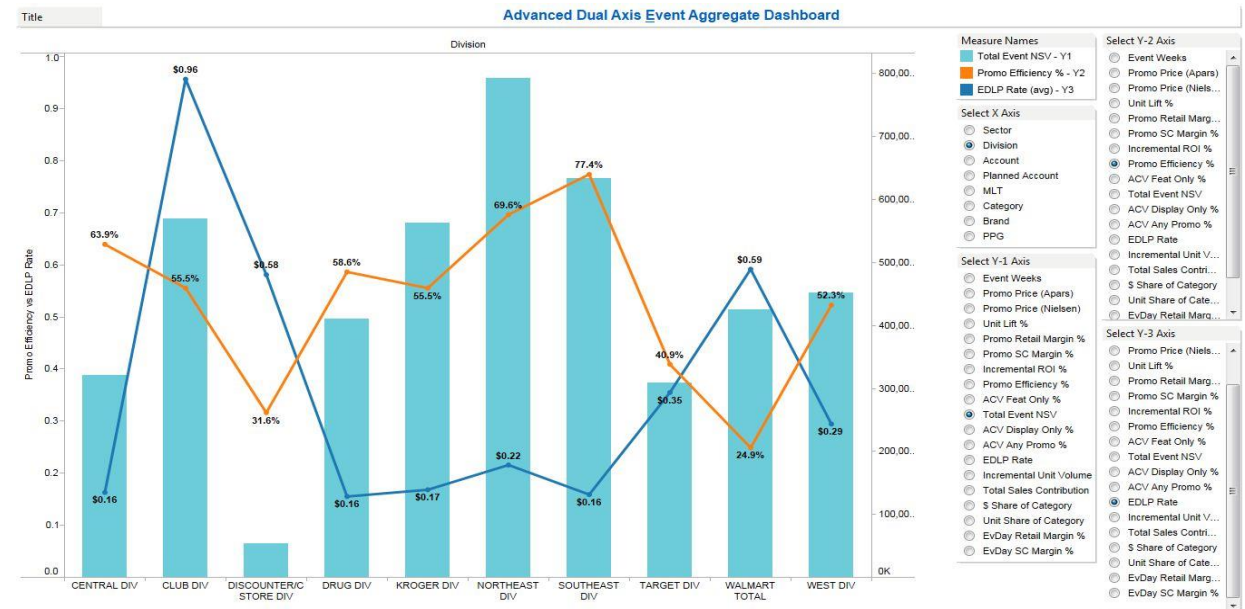
### 4-Phase Approach:



### Tools & Technologies Used:

- ❖ Nielsen data – Point of sales system to capture customer purchases and orders.
- ❖ Relational database – to analyze Unilever data
- ❖ Harvester – for data discovery and mapping
- ❖ Excel – complex logic & calculations to monitor performance
- ❖ Tableau – analytics layer to allow self service and drill down capabilities

### Solution:



**Value-Add:** Organized Change Approval Board (CAB) in partnership with stakeholders to maintain Data Dictionaries consisting of core business definitions, calculations and logic to drive consistency across organization.

## UC 3: BMGF

### Problem Statement:

- ❑ Incomplete view of Financial & Portfolio management due to gaps in Strategy hierarchy

### Challenges:

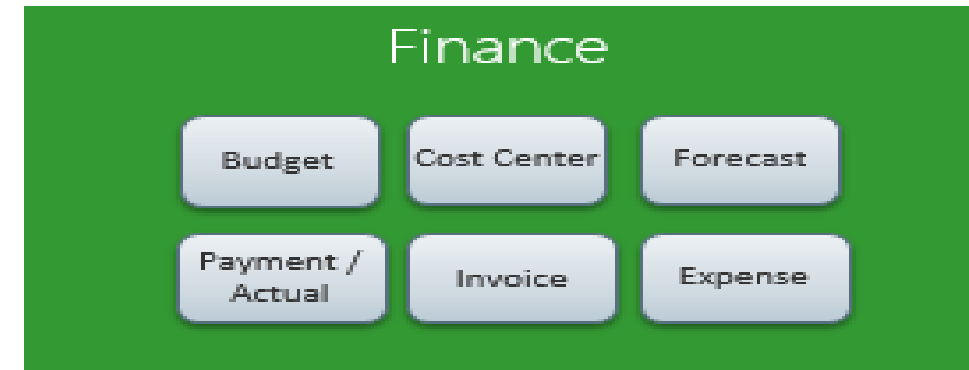
- ❖ Multiple Operational data sources with no integration or single source of truth
- ❖ Inconsistent data definitions and logic used in reporting
- ❖ Core financial reporting was done across multiple Excls



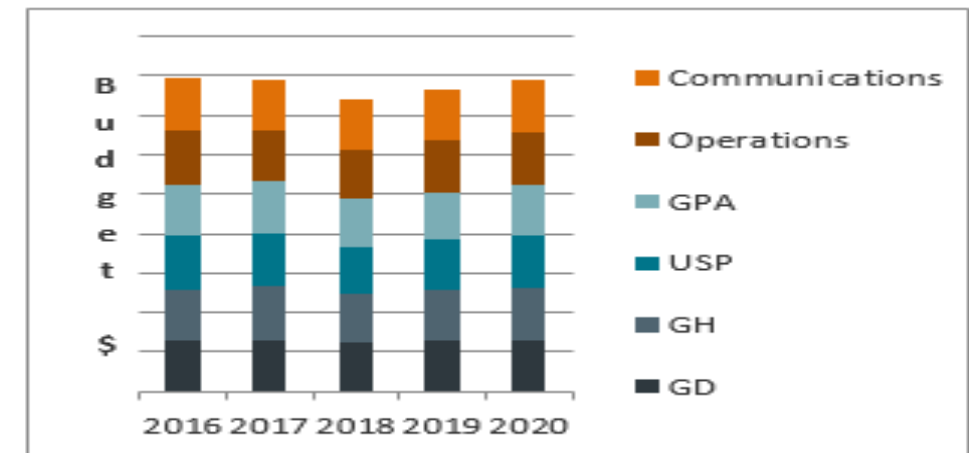
### Tools & Technologies Used:

- ❖ Relational database – MS SQL, Excel, Access
- ❖ Visualization – MicroStrategy, Power BI, Excel, Tableau
- ❖ QIDA-I methodology used in requirements gathering
- ❖ Analytics – Variance analysis using MicroStrategy, Tableau, Excel

### Subject Areas:



### Solution:



**Value-Add:** Single source of truth on definitions and logic across the organization

## UC 4: KAISER (POC)

### Problem Statement:

- ❑ Patient Sentiment Analytics to provide Hospitals' Performance

### Challenges:

- ❖ Multiple different data sources such as Patient survey data from Kaiser and external data sources (Yelp) to capture patients' experiences
- ❖ Segment reviews by Sentiment and Topics



### Tools & Technologies Used:

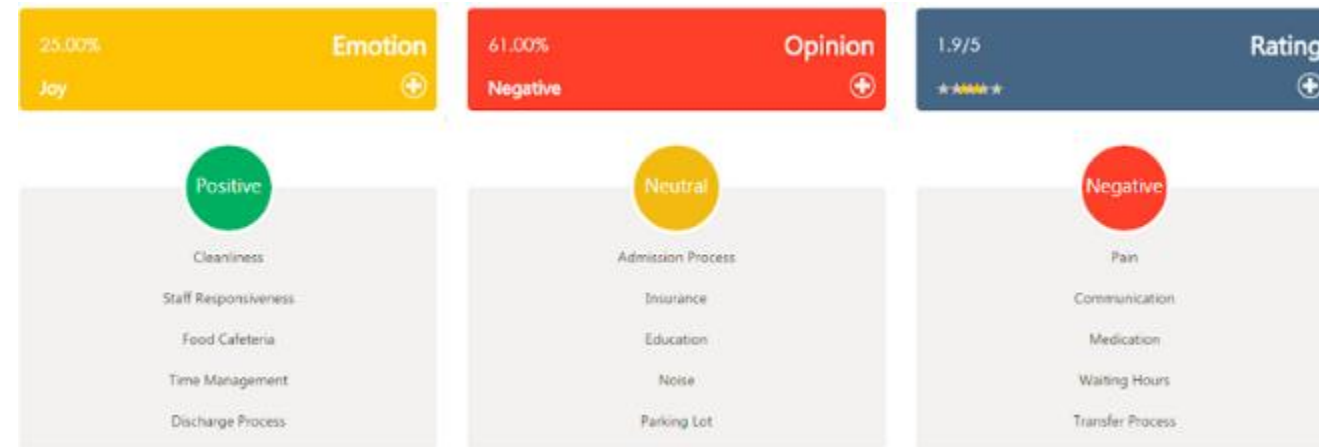
- ❖ Relational database – HIVE, MySQL, Excels
- ❖ Analytics – FAE visualization (proprietary)
- ❖ Algorithms to identify topics and sentiments such as Word2Vec

### Benefits:

- Multiple disparate data sources integrated to generate unified insights
- Capable of measuring sentiment distribution, patient experiences by various categories
- New platform to identify root cause of patients' poor experiences and how to improve overall experience



### Solution:



**Value-Add:** Leveraged Social media data to support data and gain insights on areas to improve performance and patient retention.