Rana, Ambika

Sr. Spclst, Quant. Sciences

Manager: Senthil Murugan
Evaluated by: Senthil Murugan

2020 Performance Review

Organization: Promotion Optimization (Senthil Murugan)
(SUP53012191)

Location: USA - Pennsylvania - North Wales - Upper Gwynedd
01/01/2020 - 12/31/2020

Overall

Rating: Outperformed

Comment: Ambika completed a high volume of complex projects in 2020 with significant financial impact to business. Many of these projects include innovative new approaches to solve the business question and all the listed accomplishments are of high strategic value to the commercial organization.

In 2020, she was asked to handle new areas of analytics (like HCC) with expanded responsibilities and was assigned very important portfolios like Oncology and Vaccines. Ambika has *consistently gone above and beyond the expectations*, is a quick learner and handles large volume of projects and workloads very well. She performs at the level of a seasoned associate director. Ambika is not afraid of expressing her opinions (which are well thought out) in a candid manner. She consistently delivers high quality analyses and is considered as a great consultative partner by multiple teams (including myself). Ambika is a great listener, concise communicator, thorough and independent thinker and is a hardworking individual who takes her responsibilities seriously. She has innate abilities to react to information vacuum and comes up with a best possible and innovative solutions.

Ambika's work has earned great trust from MAIO team, senior leadership and multiple clients of hers (as evidenced in positive stakeholder feedbacks). This trust is established by letting the data talk and by her ability to express the business issues and possible solutions and alternatives in more candid and direct manner – a great consultative skill. An area of continuous improvement may be to be a bit more cognizant about different people to include and/or exclude in her communications.

I am very confident that Ambika has a high future growth potential at Merck. I am extremely lucky to have her as our team member and look forward to work with her in 2021 and many years beyond. Below are some of her key projects and accomplishments in 2020 and the stakeholder feedbacks.

<u>Key Accomplishments:</u>
Strategic Initiatives Decision Support that guided executive leadership (VPs / Jill / Riad / Frank Clyburn):
- 2021 Keytruda TV investments **($80MM)**
- 2020 / 21 Facebook Pause impact
- Optimized Keytruda Master Brand HCC promotions **(~$100MM)**
- Analysis of New Media Buying approach (NWOW).
- DET impact measurements for multiple waves: Gardasil.
- Supported several Keytruda HCC pilots (ex: TNBC Social, Melanoma Display campaign)
- Others: Decision support for Januvia LOE. WH SF contributions (impactable sales) for Gardasil, NBE support etc.

Completed multiple Market Mix (HCP & HCC) type analysis.
- Brands: Keytruda (2X), G9 Adol./ Adults (new), Januvia etc.
- These analyses informed several promotion investments worth **>$300MM**

Optimized 2021 budget allocations (IPF) for 7 key brands.
- Led the IPF process and collaborated with multiple teams.
- Guided **$150MM+** Keytruda HCC 2021 allocations.
- Added Gardasil Adults to IPF process.
- Non-Oncology optimal allocation guidance is about **$300MM+**

People & COE development

- Took a great leadership role in supporting HCC marketing and media teams for **Keytruda, Gardasil** etc. Learned the HCC business quickly and has been highly productive.
- Hired a well-qualified summer intern and Lead, Coached &Managed two interns to execute complex deep learning based NBE model and ML based Mkt. Mix. modeling tool.
- Initiated HCC Grail development.
- Managed multiple consultants to execute multiple mkt. mix analysis & DET impact analysis

Stakeholder Feedbacks:

Ambika's stakeholders enjoy having her as a partner. They are very pleased with her support. Her work is always very thorough, detailed, and of high quality. She is responsive and turns around in the requested time frame. The stakeholders appreciate her willingness to help them address key business questions, and always with a positive attitude. A direct quote from one of the stakeholders:

"*She has an amazing positive attitude (even when she is juggling 15 other projects), is super insightful, speaks her concerns and is very collaborative.*"

Ambika has been very supportive in figuring out how to do things differently/better. Strengths identified by a stakeholder are attitude and willingness to jump all in, strong analytic skills, ability to think 4 steps ahead and anticipate the leadership questions and accountability. This stakeholder feels that an area for development is enhancing the story telling approach in her slides and try to avoid repetitiveness and/ or wordy slides in her presentations.

A stakeholder from Oncology team expressed that she joined the team as a new member and quickly established herself as a competent and talented analyst and a valued business partner. She consistently has gone above and beyond to deliver timely analysis and meet the demands of Oncology business. This stakeholder sees her straight talk, integrity and listening skills as a great strength. The stakeholder feels that she can continue to work on timely collaboration/expectation management by sharing new data right away when it comes in or alerting them to new data/data anomalies when they are discovered and hopefully before material analysis is shared up the leadership structure.

Comment: **CORE SERVICES:**

a) Keytruda Consumer Analytics support –
- Marketing mix and Investment planning – Ran marketing mix models in collaboration with ZS to determine impact of digital promotions on Keytruda sales. Shared optimal investment scenarios for 2021.
- Net Impact analysis – Worked with Crossix & INI to calculate revenue and cost efficiency across different channels/publishers/vendors. Evaluated Crossix POC measurement methodology and suggested changes for accurate measurement
- Pilot launch and measurement support – Determined preferred geographies for running certain targeted campaigns (TNBC Social and Melanoma Display). Helped the Melanoma team measure the impact of 2019 Melanoma Display campaign in collaboration with Sarath
- Adhoc analysis –
    - TV business case – Helped the brand team to prepare a business case for relaunching TV
    - Impact of new media buying approach – Looked at early indicators of performance for new media buying pilot to provide recommendation for Lung & MB launch
    - MB impact projections – Projected revenue and NPS impact for $100M Masterbrand investment
    - MSI-H additional budget – Assessed the impact of additional investment on ROI
- Collaborated with stakeholders (brand/media/INI/Crossix team) on a day-to-day basis to share analytics POV in decision making

Total investment analyzed – $150M

b) Gardasil Consumer Analytics support –
- HCP and HCC Marketing mix (Adult & Adolescent) – Ran marketing mix models at DMA and Zip level for determining the impact of consumer and HCP Digital promotions for both G9 Adult & Adolescent
- Net Impact analysis – Worked with Crossix & INI to calculate cost efficiency at indication, channel, and publisher level
- Analyzed the correlation between revenue and awareness for G9 Adolescent
- Collaborated with stakeholders (brand/media/INI/Crossix team) on a day-to-day basis to share analytics POV in decision making

Total investment analyzed – $45M

c) Belsomra and Pneumovax Consumer Analytics support – Calculated cost efficiency based on Net impact analysis from Crossix. Worked with INI, Crossix, media team, and brand team to provide investment recommendations for 2021 based on marketing mix and Crossix net impact analysis.

d) Gardasil DET measurements –
- Presented G9 DET Wave 1 results to the leadership
- Working on finalizing Wave 2 model results in collaboration with Vasu (expect to finish by Dec)

Total investment analyzed – $3M

e) Adhoc/standalone projects –
- Analyzed contribution of WH Salesforce to G9 Adult sales and proposed steps to mitigate the impact of removing it
- Supported the Januvia team with different LOE scenarios estimating change in return as the LOE approaches
- Estimated the revenue impact of pausing FB for Q2'2020 and 2021 across Merck portfolio
- Provided analytics support to the G9 NBE team for max touchpoints, calculation of CEI, and evaluation of modeling and UAT results
- Gathered Adherence data and worked with Finance to get the 2021 NPV values
- Consulting Sarath on Pediatric vaccine marketing mix

f) Investment Prioritization framework
- Analyzed the impact of sample and vouchers for Januvia Family, Steglatro family, and Belsomra
- Completed IPF for Januvia and Gardasil, and consulted Sarath & Tracie on Steglatro, Belsomra, Pneumovax, and Nexplanon. Held discussions with the individual brand teams to apprise them of the brand performance and suggested changes for 2021
- Recommended allocation within/across business units (Primary Care &Women's Health, Specialty) through scoring models and communicated the results to the BU leaders & Finance team

Total promotional dollars impacted - $200M

INNOVATION:
Automating consumer data pull (in progress, expect to finish by December) – Working with Sarath to automate media pull from Google platform directly and reduce the data pre-processing time for Marketing mix

COMPLIANCE:
Completed all the trainings assigned on the learning portal. Ensured that day to day activities are fully compliant with the data privacy, social media, and other compliance guidelines laid by Merck

PROFESSIONAL DEVELOPMENT:
 Intern management – Managed intern onboarding, and provided guidance on building a deep learning model to estimate the impact of promotion sequencing on physician prescribing behavior

Compliance : Adhere to legal/ethical guidelines laid down my Merck

Due Date:	12/31/2020	Status:	Completed	Completion Date:	12/31/2020

Category: Business

Comments: 12/04/2020 11:44:15.643: (Ambika Rana) Completed all the trainings assigned on the learning portal. Ensured that day to day activities are fully compliant with the data privacy, social media, and other compliance guidelines laid by Merck

Core Services : Inform 2021 allocations by channel and brand based on historical performance

Due Date:	12/31/2020	Status:	Completed	Completion Date:	12/31/2020

Category: Business

Comments: 12/04/2020 11:55:38.687: (Ambika Rana) •Analyzed the impact of sample and vouchers for Januvia Family, Steglatro family, and Belsomra
•Completed IPF for Januvia and Gardasil, and consulted Sarath & Tracie on Steglatro, Belsomra, Pneumovax, and Nexplanon. Held discussions with the individual brand teams to apprise them of the brand performance and suggested changes for 2021
•Recommended allocation within/across business units (Primary Care &Women's Health, Specialty) through scoring models and communicated the results to the BU leaders & Finance team

Total promotional dollars impacted - $200M

Core services : Provide ad-hoc support on promotion optimization for different brands

Due Date:	12/31/2020	Status:	Completed	Completion Date:	12/31/2020

Category: Business

Comments: 12/04/2020 12:01:50.961: (Ambika Rana) •Analyzed contribution of WH Salesforce to G9 Adult sales and proposed steps to mitigate the impact of removing it
•Supported the Januvia team with different LOE scenarios estimating change in return as the LOE approaches
•Estimated the revenue impact of pausing FB for Q2'2020 and 2021 across Merck portfolio
•Provided analytics support to the G9 NBE team for max touchpoints, calculation of CEI, and evaluation of modeling and UAT results
•Gathered Adherence data and worked with Finance to get the 2021 NPV values
•Consulting Sarath on Pediatric vaccine marketing mix

Core Services : Provide Keytruda, Gardasil, Belsomra, and Pneumovax brand teams with consumer analytics support

Due Date:	12/31/2020	Status:	Completed	Completion Date:	12/31/2020

Category: Business

12/04/2020 12:04:47.665: (Ambika Rana) a) Keytruda Consumer Analytics support –
• Marketing mix and Investment planning – Ran marketing mix models in collaboration with ZS to determine impact of digital promotions on Keytruda sales. Shared optimal investment scenarios for 2021.
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Total investment analyzed – $45M

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Core Services : Provide support on Gardasil DET measurements

Due Date: 12/31/2020   Status: In Progress   Completion Date:

Category: Business

Comments:
12/04/2020 12:03:01.983: (Ambika Rana) •Presented G9 DET Wave 1 results to the leadership
•Working on finalizing Wave 2 model results in collaboration with Vasu (expect to finish by Dec)

Total investment analyzed – $3M

Innovation : Automate data processing for consumer promotion to optimize marketing mix run time

Due Date: 12/31/2020   Status: In Progress   Completion Date:

Category: Business

Comments: 12/04/2020 11:44:50.075: (Ambika Rana) Working with Sarath to automate media pull from Google platform directly and reduce the data pre-processing time for Marketing mix

People development : Onboard and coach the interns on their internship project

Due Date:	12/31/2020	Status:	Completed	Completion Date:	12/31/2020

Category: Development

Comments: 12/04/2020 11:45:42.576: (Ambika Rana) Managed intern onboarding, and provided guidance on building a deep learning model to estimate the impact of promotion sequencing on physician prescribing behavior

Career

Career Preferences:

Career Interest:

Job Interest:

Willing to Travel: Yes

Travel Amount:

Additional Information:

Long Term: Yes/No

Areas:

Short Term: Yes/No

Areas:

Additional Information: