**2020 Accomplishments**

**CORE SERVICES:**

* 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

* 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

* 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.
* 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

* 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
* 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