Note: Employment began 8/16/2021

Personal Development & Training: Marketing Mix Models - Learned about Merck Data Systems, data processing, promotions, and modeling procedures.

* Worked through a prior run of Marketing Mix to familiarize myself with data collection sources (e.g., INITIATIVE, Merck severs) for HCC (e.g., social, digital, search) and HCP (e.g., details, MMF) data sources and streams.
* Learned about modeling techniques commonly used in Marketing Mix analyses for ZIP, ZIP3, and DMA level models including mixed models, robust regression, ridge models, and demeaned models.
* Received instruction and training on the CROSSIX DIFA platform to learn about a test and control approach to channel measurement and how to utilize this information to calculate an investment return for a given channel.
* Attended regular meetings/presentations with digital and brand (G9 Adult/adolescent and P23) teams, and Crossix to learn about product lines and measurement strategies.
* Completed RWDEX training necessary to act as a citizen level data scientist and completed training for the DATAIKU platform

Core: G9 2021 2nd set of Marketing Mix Models - Analyzed impacts from G9 promotions.

* Pulled and aggregated HCC and HCP data for G9 Marketing Mix by communicating with INITIATIVE and querying CIRRUS database.
* Calculated ROIs on G9 Adult and Adolescent HCC and HCP channels and generated promotion response curves.
* Informed roughly $72,000,000 of investment for G9 across adult and adolescent brands.

Core: Content Hyper Personalization

* Worked with CHP and ZS teams to understand, evaluate CHP machine learning models.

Core: Content Tagging Analysis

* Analyzed the effectiveness of content tags in terms of content engagement by examining what CTAP features explained engagement and what the most important CTAP features were for engagement.

Compliance: Completed all assigned compliance related trainings in addition to software related trainings

* Promptly completed all required trainings on myLearning
* Attended a Global Diversity & Inclusion New Hire Orientation session