

Internship Report

Project 1 @ Merck

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Interaction Design
IDC School of Design

Acknowledgement

I would like to express my heartfelt and deep sense of gratitude to my mentor, **Brijesh Thakur**, for his constant guidance, encouragement and support.

I would like to thank the director of Strategy Department, **Abhisek Agrawal**, co-guide, **Anirudh Masurkar**, manager, **Giteshwari Rangari** and all other staffs of the departments who helped me in various ways to understand the functions and operations of the company and spending their valuable time with me.

The completion of this project would not have been possible without the valuable discussion with my dear friend, **Vasudeo Maurya**, an active support in framing this project. His contribution is sincerely appreciated and gratefully acknowledged.

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Abstract

When you have huge data and put it a table, it will be difficult to understand what is going on, the positives and negatives. So if you visualize your gathered data, it will be more clear and helps you understand the data. Too much data and its data visualization will cause problem to understand. You have organise it according to the needs and for the end - user. Merck Limited, a pharmaceutical company at Mumbai in India, uses their dashboard system, MIDAS (Merck India Data Analytics System) to visualize their marketing, sales trend, growth and achievement rate. Their dashboard is too clustered with data and not properly organised and users of MIDAS are the company's employees itself. The dashboard is not designed to the user and their needs. So here, I am assigned as an UX intern in the Strategy Department at Merck Limited to redesign their dashboard according to the user needs and improve its user experience. The new look of desktop version of the dashboard was given to vendor / developer after I had user evaluation of my proposed dashboard with the users of MIDAS.

Merck KGaA

Company Profile

Merck KGaA was founded in 1668 at Darmstadt, Germany, by Friedrich Jacob Merck. It's the world's oldest pharmaceutical company, completed 350 years and one of the leading science and technology company. They are engaged in the areas of Health, Environment and Culture & Education.



Merck headquarters in Darmstadt

Merck India

Merck incorporated in India as E. Merck India Private limited in 1967.

In 2017, they completed their 50 years in India. They started as a pharmaceutical company and they are extending to science and technology business. Their branches are located at Mumbai, Goa and Bengaluru.

Task

1. Critique existing dashboard as a stranger, without anyone's help.
2. Using the existing survey and with my creativity, redesign the dashboard.
3. Conduct user study on my proposed dashboard and do necessary changes before handing to vendor.
4. Create the mobile variant of the proposed dashboard.



Research on MIDAS

1. Users

First, I had to identify the users of MIDAS. These users are from the company's employees itself and also I have to understand their hierarchy. There are two groups of users under Merck India :

1. Merck India business units

They are again divided into three categories :

- Consumer Health
- Fertility
- Oncology

2. Merck India functional modules

They are divided into two categories :

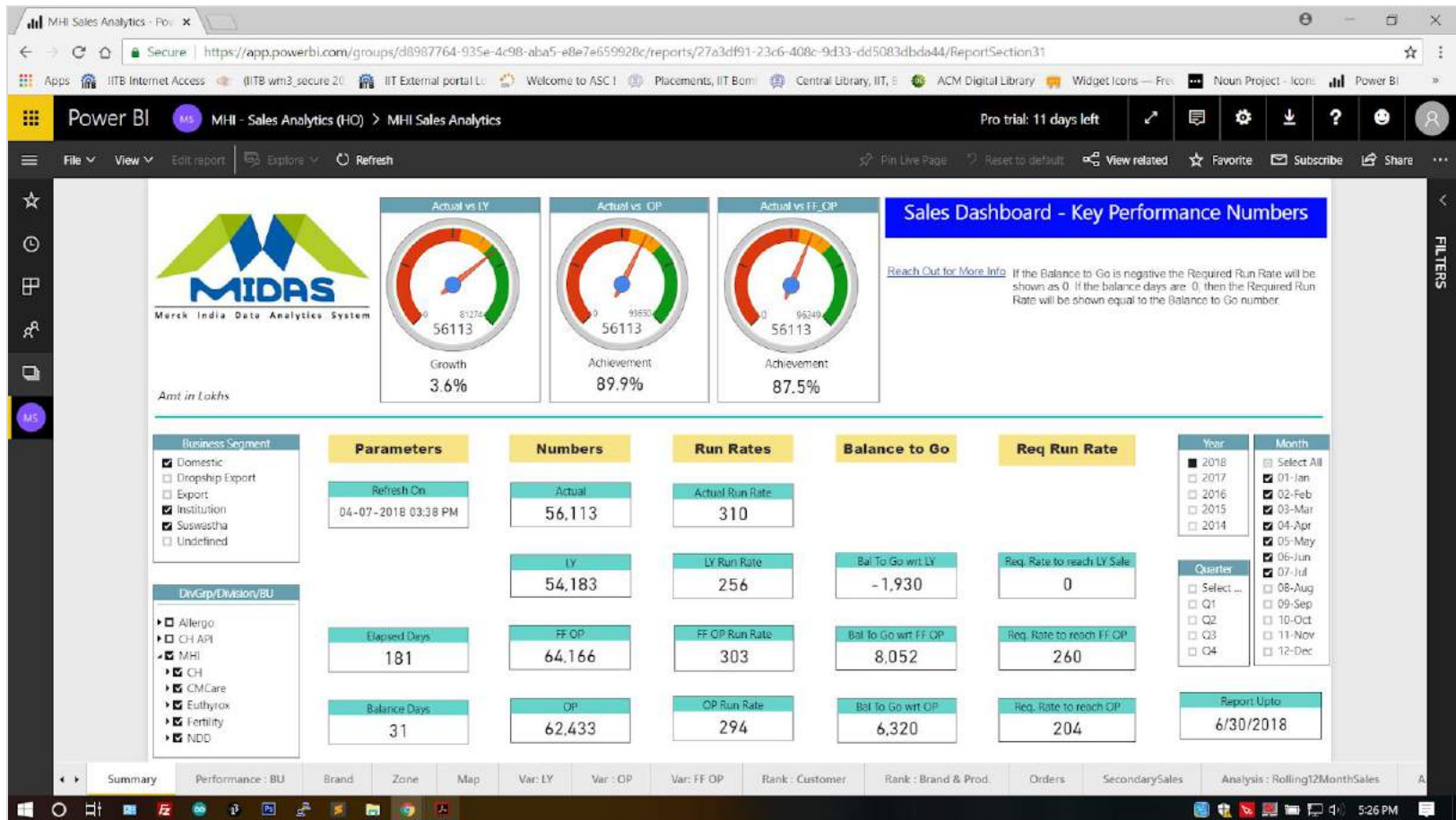
- Sales Force Effectiveness (SFE)
- HR

There are 24 tabs / sheet titles in total :

- | | |
|----------------------------|---|
| 1. Cover sheet | 13. Orders |
| 2. Help | 14. Secondary Sales |
| 3. Summary | 15. Analysis : Rolling 12 months |
| 4. Performance : BU | 16. Analysis ; Sales Achievement Bucket |
| 5. Brand | 17. Analysis : Trends |
| 6. Zone | 18. Analysis : CAGR |
| 7. Map | 19. MTDQTDYTD : Div Grp. Div, Brand, SKU |
| 8. Var : LY | 20. MTDQTDYTD : Div, BU |
| 9. Var : OP | 21. MTDYTDQTD : BU, Zone, Area, Territory |
| 10. Var : FF OP | 22. MTDQTDYTD : Brand, Zone |
| 11. Rank : Customer | 23. MTDQTDYTD : Zone, Brand |
| 12. Rank : Brand & Product | 24. Customer |

All the users doesn't view all the tabs.

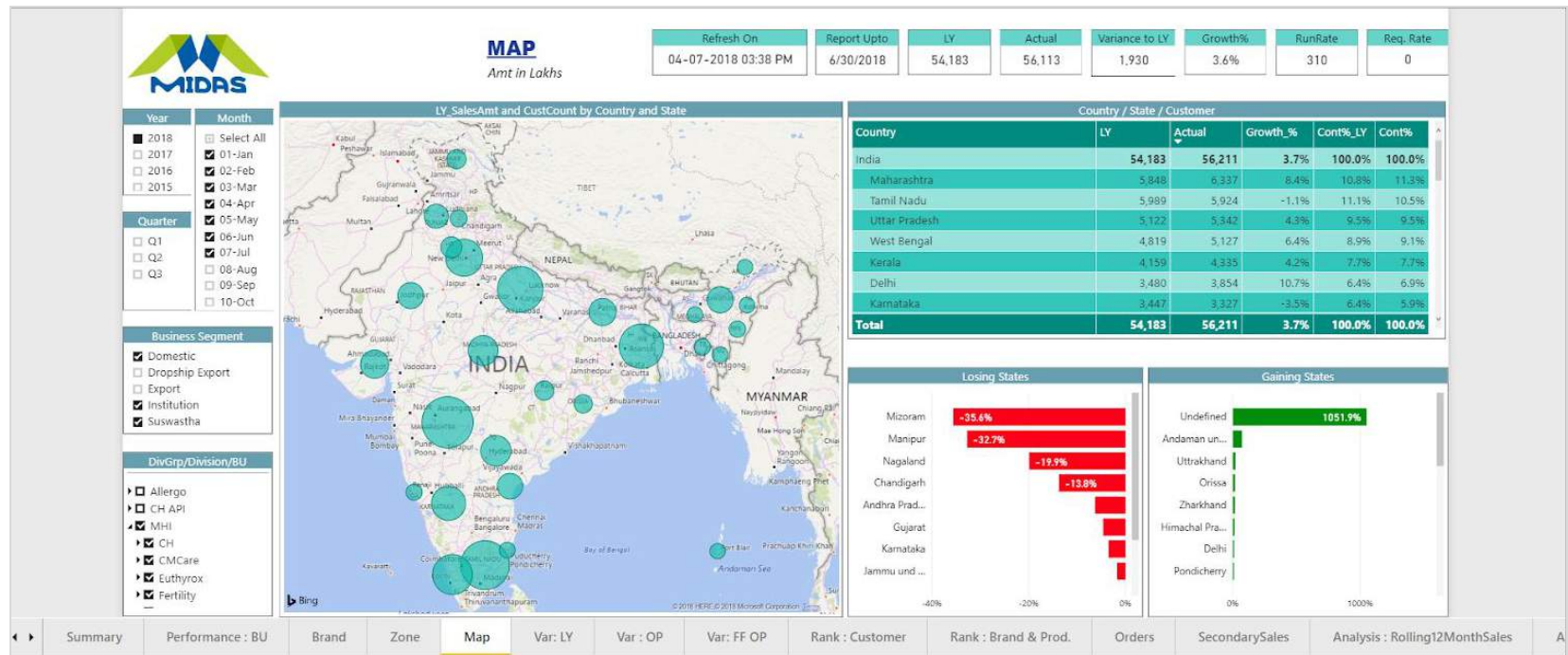
Example : the most important sheet for Head of the HR will be Zone. He may look for Performance : BU tab and not into Var (Variance) tab. Some data were irrelevant to some users because in depth data were not needed. Thus I got an idea from the users on which tabs they are more into focused and what users were looking on.



MIDAS - Summary tab



MIDAS - Zone tab

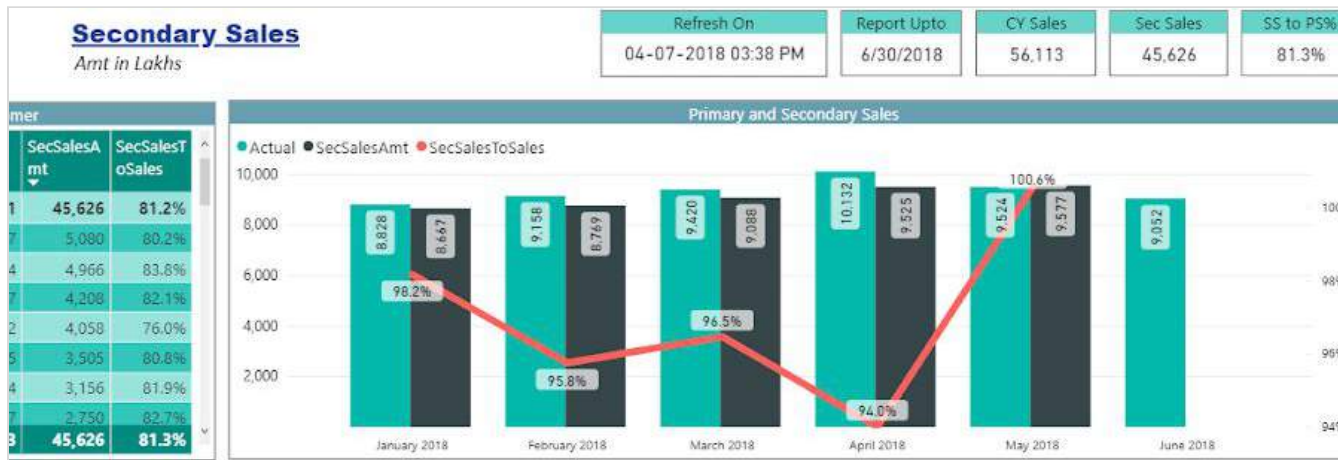


MIDAS - Map tab

2. Business definitions and their outputs

I had understand what all these short forms, the business terms, how the data was calculated, the rate as well as their visualizations because I was new to the business area, its important to me to understand what they are, so that I can come up with appropriate visualisations and can find out error in graph if it seems odd. It was not tough to understand them and also found some reasons behind why such graph was used to represent such data.

Example : Actual means current sales, LY means last year, OP means Target sale, FF OP means Field Force OP. FF OP will be higher than OP because its a target given to the field workers to match company's target. If 100% is the OP and 105% is the FF OP and they were able to achieve 105% in their field target, it means the company already achieved 100%. Rolling 12 month of a company gives progress of the company counted from a month to its next occurring month.



3. Software : Microsoft Power BI

MIDAS was done on Microsoft Power BI, an online real-time data visualization for business analytics. It's a powerful software where it lets you create workspaces, where you add your datas (Example : excel sheet file) and transform it into beautiful visualization. So I had to learn what are its capabilities, number of data visualizations available and functions of each module.

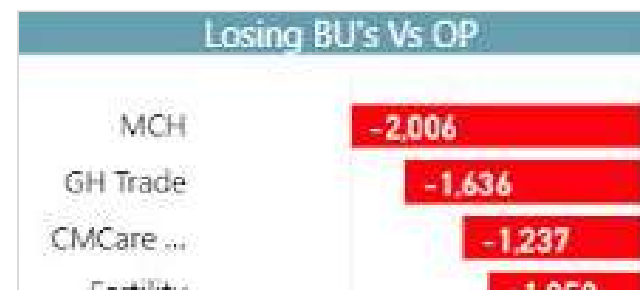
Example : You can export the data visualization on clicking the options menu that appears at the top right corner of it. If you like to see data related to a specific information in a data visualization, click on it and all the related information mapped to it will be shown dynamically.

In order to know its capabilities, I went to the Power BI community. There they have a section called data stories where people can share their projects. If you are in search of some possibilities and found something interesting, they had shared the code. In this way i got brief idea about Power BI and where all it can be applied to.

4. Data visualizations

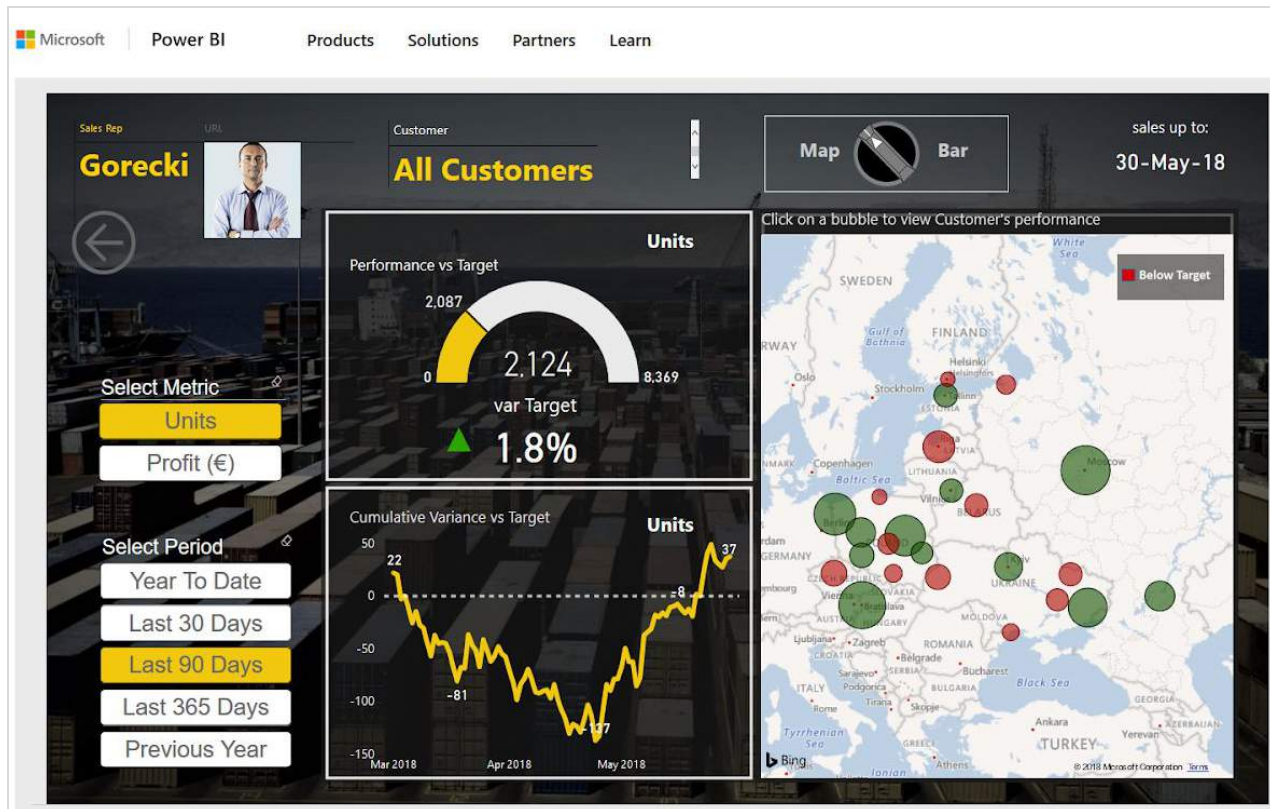
To get updated with modern and sample applications of data visualizations, I referred from Microsoft Power : BI data stories, Behance, and randomly selected from internet.

Country / State / Customer			
Country	Actual	SecSalesA mt	SecSalesT oSales





Microsoft Power BI : Data stories example 1

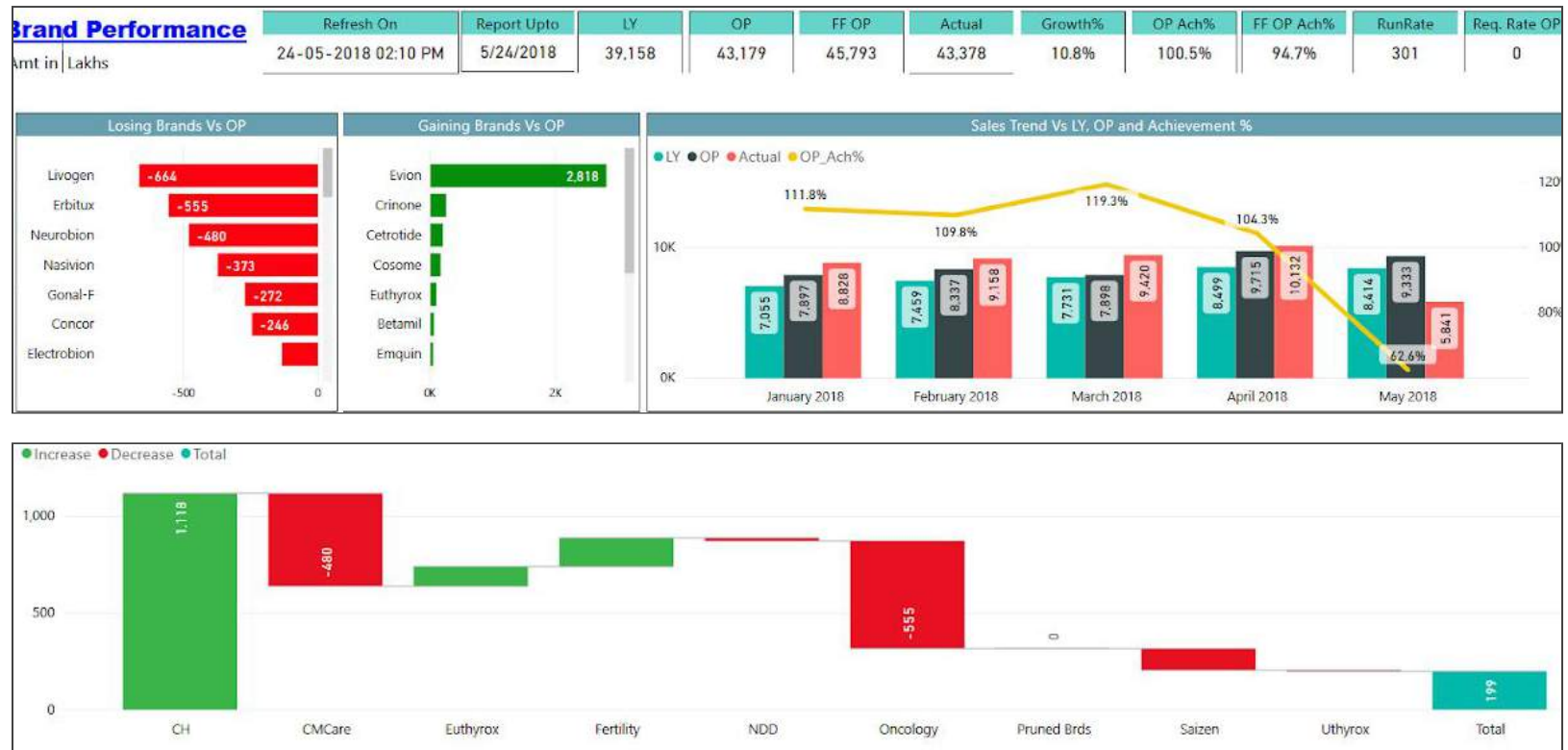


Microsoft Power BI : Data stories - example 2

Task 1 : Heuristic Evaluation

Pros :

- Less writings.
- To an extent it is understandable.
- Usage of color in graph is able to understand:
 - which product is having growth
 - profit and loss in business units
 - sale trends
- Quick reference
 - Top right side data values helps in referring / comparing graphs



○

Cons:

I was asked to do evaluation on the existing dashboard as a stranger and not to take input or ask any body about MIDAS and its features. All sheet were having problems and each problem would be appearing in some sheets of frequency about atleast two. I identified more than 30 problems and will be more if it was done as usability evaluation.

I concluded this task as :

- User study and user evaluation is required.
- Needs a clean up.
- Need an update in UI to its current trend.
- Power BI is able to present a better UI.
- Seems like IT did basic UI for the dashboard - just to make it work.

1. Landing Page

- Summary is given as the default landing page.
- It is set to users who use the Merck Sales Analysis.
- First time user will find difficult to understand the summary page without a guide.



2. Cover Sheet & Help

- Cover sheet and help tab disappears after loading the landing page.
- First time user takes time in finding them if he didnt notice during the loading.



3. Short forms

- Summary sheet doesn't give hints or any added help to understand what are these short forms are.
- Actual mean what?
- Why OP is written instead of target?

The screenshot shows a financial summary sheet with several sections. At the top, there are three tabs: 'Actual vs LY', 'Actual vs OP', and 'Actual vs FF OP'. Below these, there are four main data rows: 'LY', 'FF OP', 'OP', and 'OP Run Rate'. Each row has four columns of data. The bottom of the sheet has a navigation bar with tabs: 'Var: LY', 'Var: OP', 'Var: FF OP', 'Rank: Customer', 'Rank: Brand & Prod.', 'Orders', and 'Secondo'. On the left side, there is a 'Quarter' dropdown menu with a 'Select' button and a list of quarters (Q1, Q2, Q3, Q4). On the right side, there is a list of categories with checkboxes: 'Allergo', 'CH AP', 'Mini', 'CH', 'CMCare', 'Enduro', 'Fertility', and 'NDD'.

Actual vs LY	Actual vs OP	Actual vs FF OP
43,051	301	
LY	LY Run Rate	Bal To Go wrt LY
39,158	259	-3,893
FF OP	FF OP Run Rate	Bal To Go wrt FF OP
45,793	303	2,742
OP	OP Run Rate	Bal To Go wrt OP
43,179	286	128

Var: LY Var: OP Var: FF OP Rank: Customer Rank: Brand & Prod. Orders Secondo

Quarter: Select
Q1
Q2
Q3
Q4

06-Jun
07-Jul
08-Aug
09-Sep
10-Oct
11-Nov
12-Dec

Allergo
CH AP
Mini
CH
CMCare
Enduro
Fertility
NDD

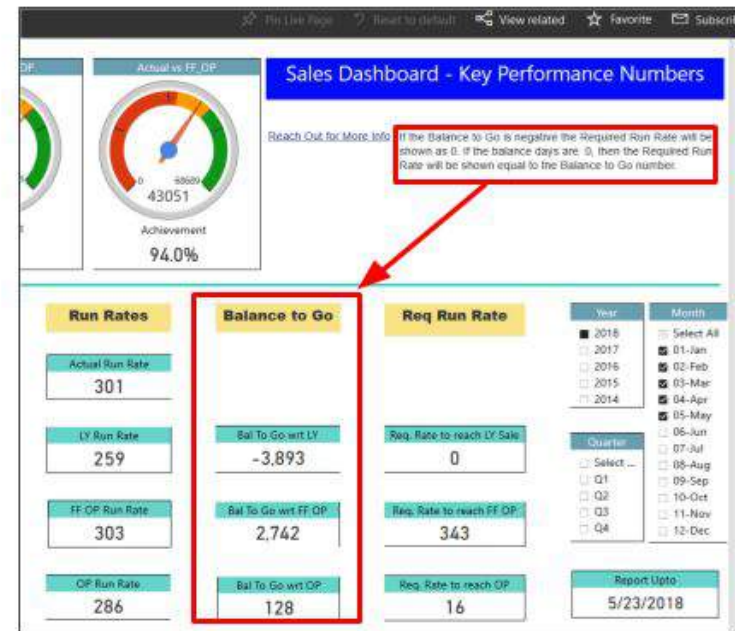
4. Header

- Many information are placed in the header.
- The horizontal blue line is the only hint that gives the top portion is header.
- The logo, heading / title and other information are positioned wrong.



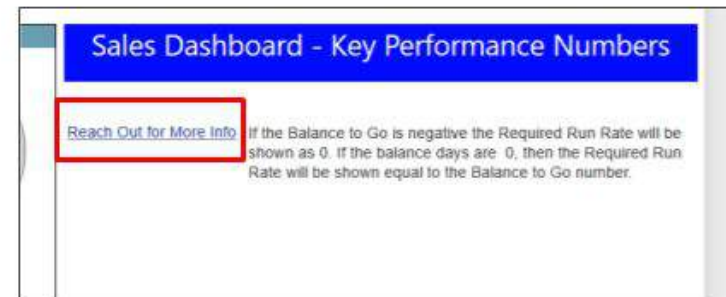
5. Notes

- Note is written far from its content.



6. Reach out hyperlink

- What this hyperlink link feature does is clearly written in Cover Sheet.



7. Currency

- 'Amt in Lakhs' is written at a position far from its usual position as seen in e-commerce websites.
- It may be difficult to find out.



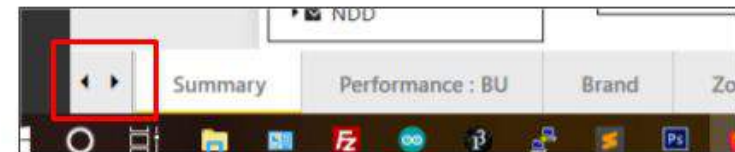
8. The Dial

- Dial resembles temperature
- Reading is same for all the dial - is that an error?
- Growth and achievement rating doesn't fit in the dial as seen from the dial heading.



9. Sheet tabs

- Position of the sheet tabs.
- Either way slider arrows positioned at one place may be good and can be bad.
- Tabs are not able to show all the categories at once.
- If the sheet is at the center, then to go for specific sheet I need to click either of the arrows or should remember them (if the sheet tabs scales up in the near future).



10. Filters

- Filters are not together.

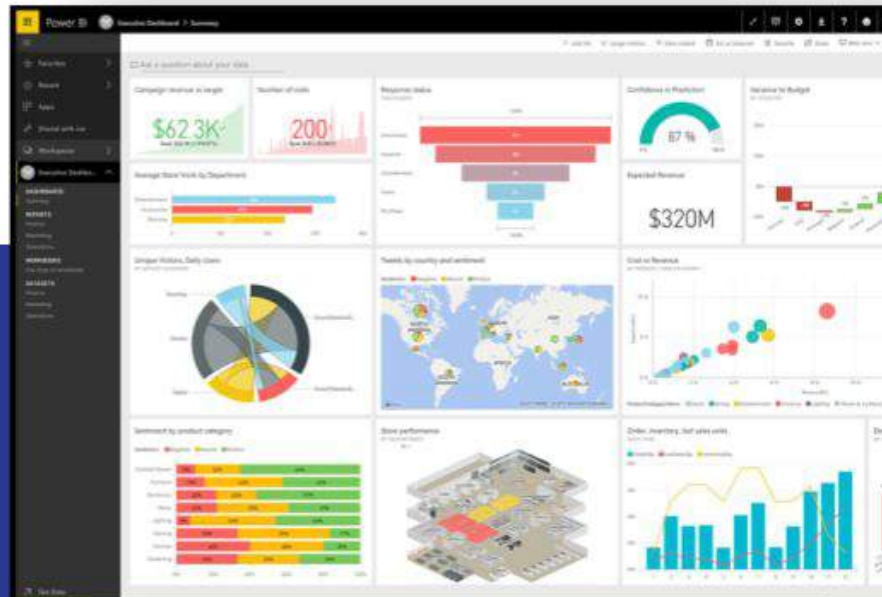
The image displays two screenshots of a software interface, likely a reporting tool, showing filter options. The first screenshot shows filters for Business Segment (Domestic, Dropship, Export, Institution, Suswastha, Undefined) and DivGp/Division/BU (Allergo, CH API, MHI, CH, CMCare, Euthyrox, Fertility, NDD). The second screenshot shows filters for Year (2018, 2017, 2016, 2015, 2014), Month (Select All, 01-Jan, 02-Feb, 03-Mar, 04-Apr, 05-May, 06-Jun, 07-Jul, 08-Aug, 09-Sep, 10-Oct, 11-Nov, 12-Dec), Quarter (Select --, Q1, Q2, Q3, Q4), and Report Upto (5/23/2018). The filters are not grouped together in a single panel.

11. Blank Data

- Spaces creates confusion on whether those data are missing or not able to load or invalid or nothing.

Parameters	Numbers	Run Rates	Balance to Go	Req Run Rate
Refund On 22-05-2018 06:15 PM	Actual 43,051	Actual Run Rate 301	?	?
?	OP 39,158	OP Run Rate 259	Net To Go w/o IC -3,893	Req Rate to reach OP Rate 0
Unpaid Days 45	PP OP 45,793	PP OP Run Rate 303	Net To Go w/o PP OP 2,742	Req Rate to reach PP OP 343
Balance Days 8	OP 43,179	OP Run Rate 286	Net To Go w/o OP 128	Req Rate to reach OP 16

33. Power BI - UI capability



Task 2 : Redesigning the Dashboard

Survey on MIDAS users

A Survey was done by mentor, **Brijesh Thakur**, Head of Merck India Healthcare and all Heads under its division. The survey was done through internet using Survey Monkey, an online survey platform, which was generally used in the company itself. The survey was open on April 23rd, 2018 and closed on May 15th, 2018. The survey was in the form of questionnaire, opinion and feedbacks. It was sent to 90 employees and 65 of them responded as response rate of 72.22%.

- Useful section :
 - Found useful on complete data availability, Dashboards, Sales analysis for brand wise, zone-wise, BU performance.
 - Sales Data availability in Zone wise and Brand-wise format were the most useful section.

- Enhancements :
 - Maximum users are looking for speed.
 - 'Integration feature' which varies with department requirement.
 - Looking for report to be exported in PPT/ PDF.
 - Downloading graph should also be possible.
- Irrelevant Section :
 - irrelevant sections are Variance tab.
 - multiple fields and filter.
 - run-rate feature.
- Recommendation to the vendor / developer :
 - Training/ workshop on Power BI should be done.
 - Instruction or tips can be provided in the form of 'Help' Button on each page.
 - Removing the irrelevant sections or merged into one.

- Enhancements asked by the users like speed, integration need to be incorporated with MIDAS.
- Flexibility to download the report and graph.
- Quick access to data and navigation should be effortless.
- Show top 5 customer, brand, current month sales for quick analysis.

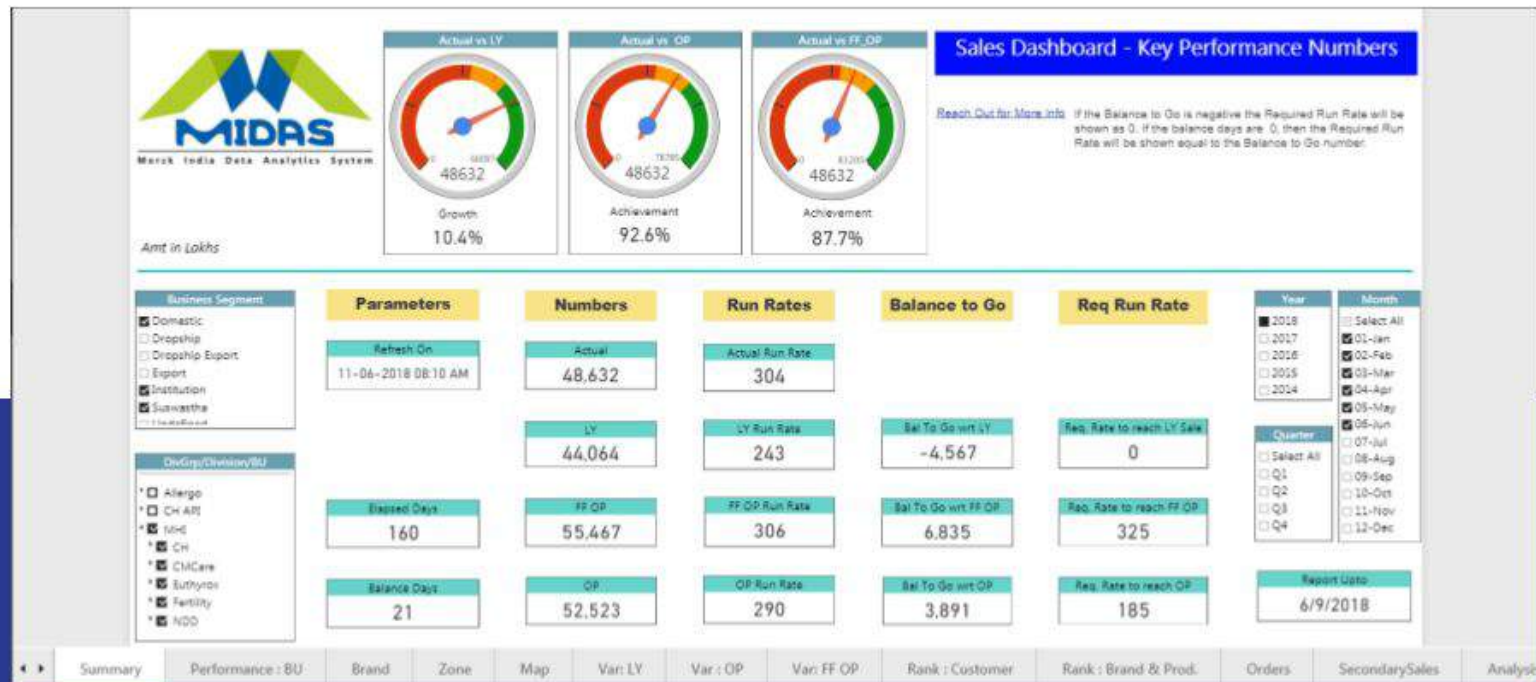
New look of desktop version of MIDAS

The 24 tabs were cut short to 9 tabs :

1. Sales Summary
2. Performance : BU
3. Brand
4. Zone
5. Rank
6. Var FF OP
7. Sales Achievement
8. Trends
9. MTD, QTD, YTD



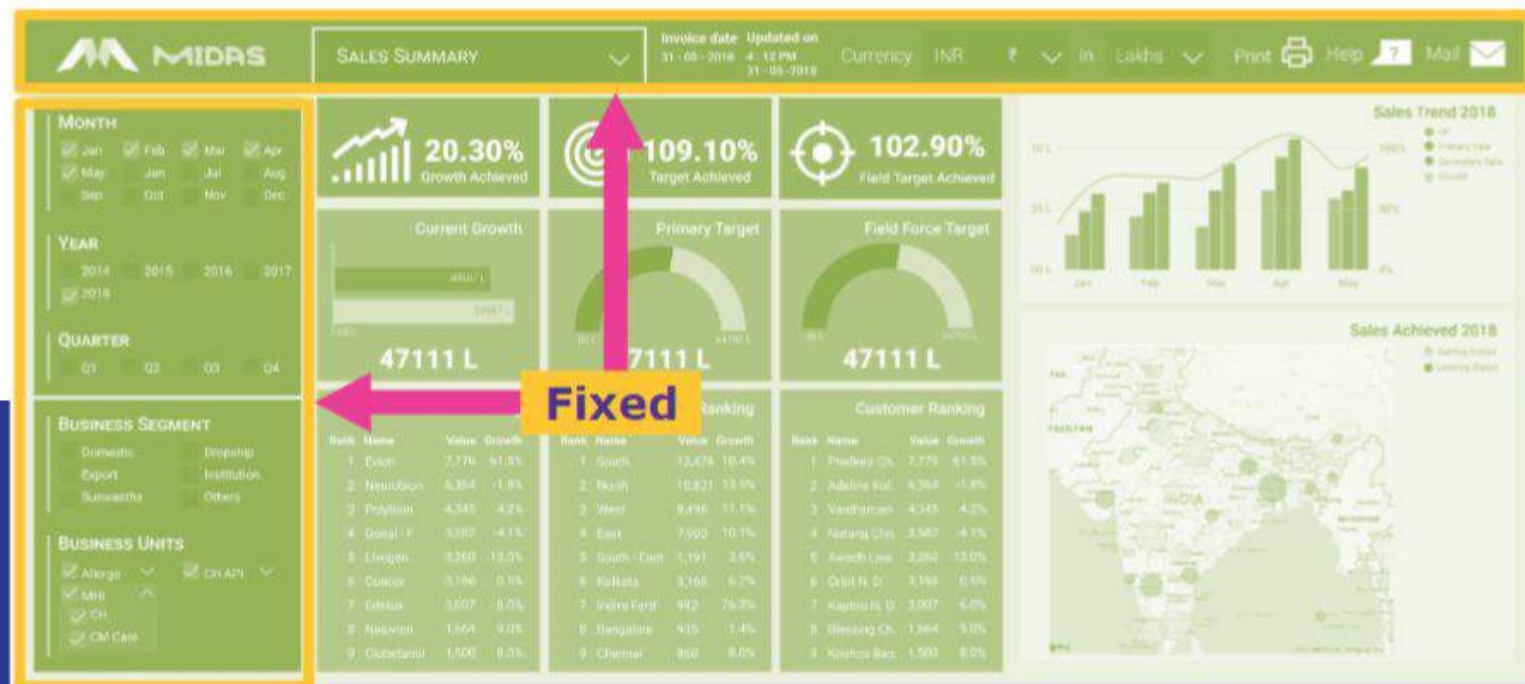
MIDAS dashboard - old look



MIDAS dashboard - old look



MIDAS dashboard - new look



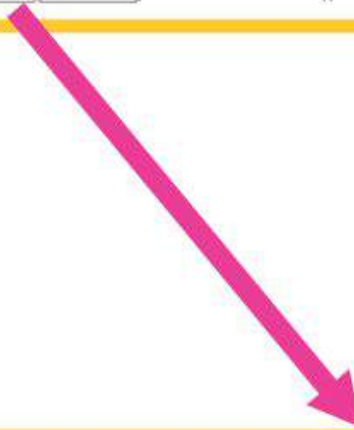
MIDAS dashboard - new look

1.1. Top bar



1.2. Top bar

	BU Performance Amt in Lakhs	Refresh On	Report Upto	LY	OP	FF OP	Actual	Growth %	OP Ach%	FF OP Ach%	Act Run Rate	Req Rate-OP
		31-05-2018 04:12 PM	5/31/2018	39,158	43,179	45,793	47,111	20.3%	109.1%	102.9%	312	0

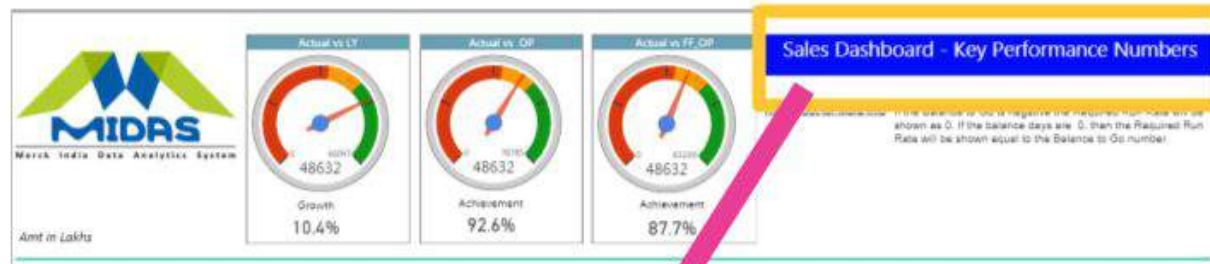


	SALES SUMMARY	Invoice date 31-05-2018	Updated on 4-12 PM 31-05-2018	Currency	INR	₹	in	Lakhs	Print	Help	Mail

2. MIDAS logo



3. Sheet title



4. Title

The screenshot displays the MIDAS 'BU Performance' report. The top section features the MIDAS logo and a table of performance metrics. A yellow box highlights the 'BU Performance' title, and a pink arrow points from it to a yellow box highlighting the 'SALES SUMMARY' dropdown menu in the bottom navigation bar.

Refresh On	Report Upto	LY	OP	FF OP	Actual	Growth %	OP Ach%	FF OP Ach%	Act Run Rate	Req Rate-OP
31-05-2018 04:12 PM	5/31/2018	39,158	43,179	45,793	47,111	20.3%	109.1%	102.9%	312	0

Amr in Lakhs

SALES SUMMARY ▼

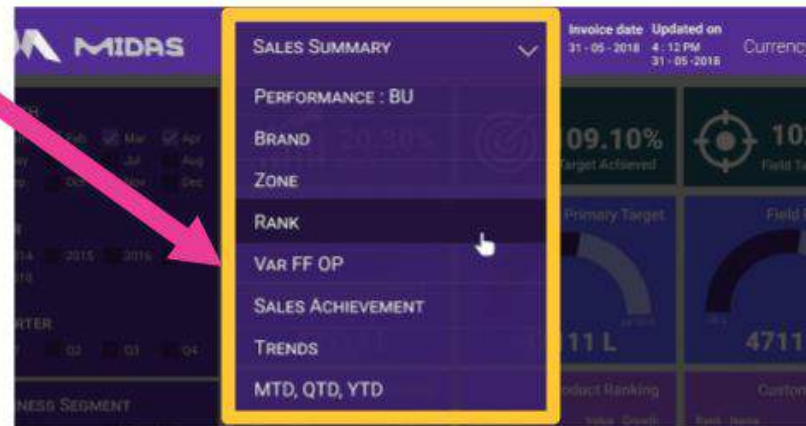
Invoice date: 31-05-2018 4:12 PM
Updated on: 31-05-2018 4:12 PM

Currency: INR ₹ in Lakhs

Print Help Mail

5. Title sheets

	CM Care Subprocess Feet only	Balance Days 21	OP 52,523	OP Run Rate 290	Est To Go out OP 3,891	Run Rate to reach OP 185	Report date 6/9/2018					
Summary	Performance : BU	Brand	Zone	Map	Var : LY	Var : OP	Var : FF OP	Rank : Customer	Rank : Brand & Prod.	Orders	Secondary Sales	Analysis



6. Report Information

The screenshot displays the MIDAS software interface. At the top, there are several input fields for report generation, including 'Go with LT', 'Go with FF OP', and 'Go with OP'. A 'Report upto' field is highlighted with a yellow box and contains the value '6/9/2018'. To the right, a 'Performance' table shows 'Refresh On' as '12-06-2018 08:10 AM', 'Report Upto' as '6/11/2018', and 'LY' as '44,064'. The 'Refresh On' field is also highlighted with a yellow box. Two pink arrows point from these highlighted fields to the 'Invoice date' field in the navigation bar at the bottom. The navigation bar includes the MIDAS logo, 'SALES SUMMARY', 'Invoice date' (highlighted with a yellow box and containing '31-05-2018'), 'Updated on' (containing '12 PM -05-2018'), 'Currency' (set to 'INR'), 'in Lakhs', and buttons for 'Print', 'Help', and 'Mail'.

Go with LT	Req. Rate to reach LT Sale
567	0

Go with FF OP	Req. Rate to reach FF OP
835	325

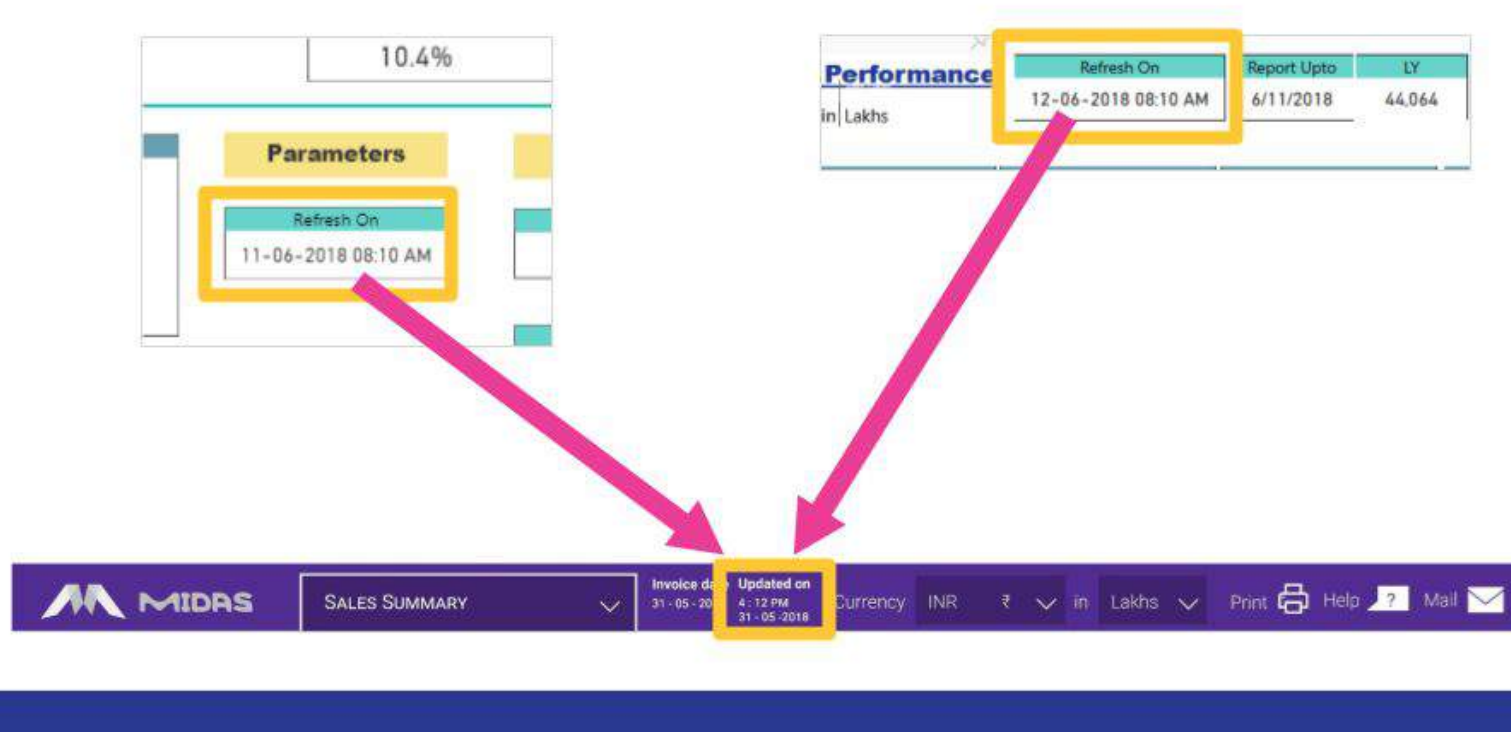
Go with OP	Req. Rate to reach OP
891	185

Report upto
6/9/2018

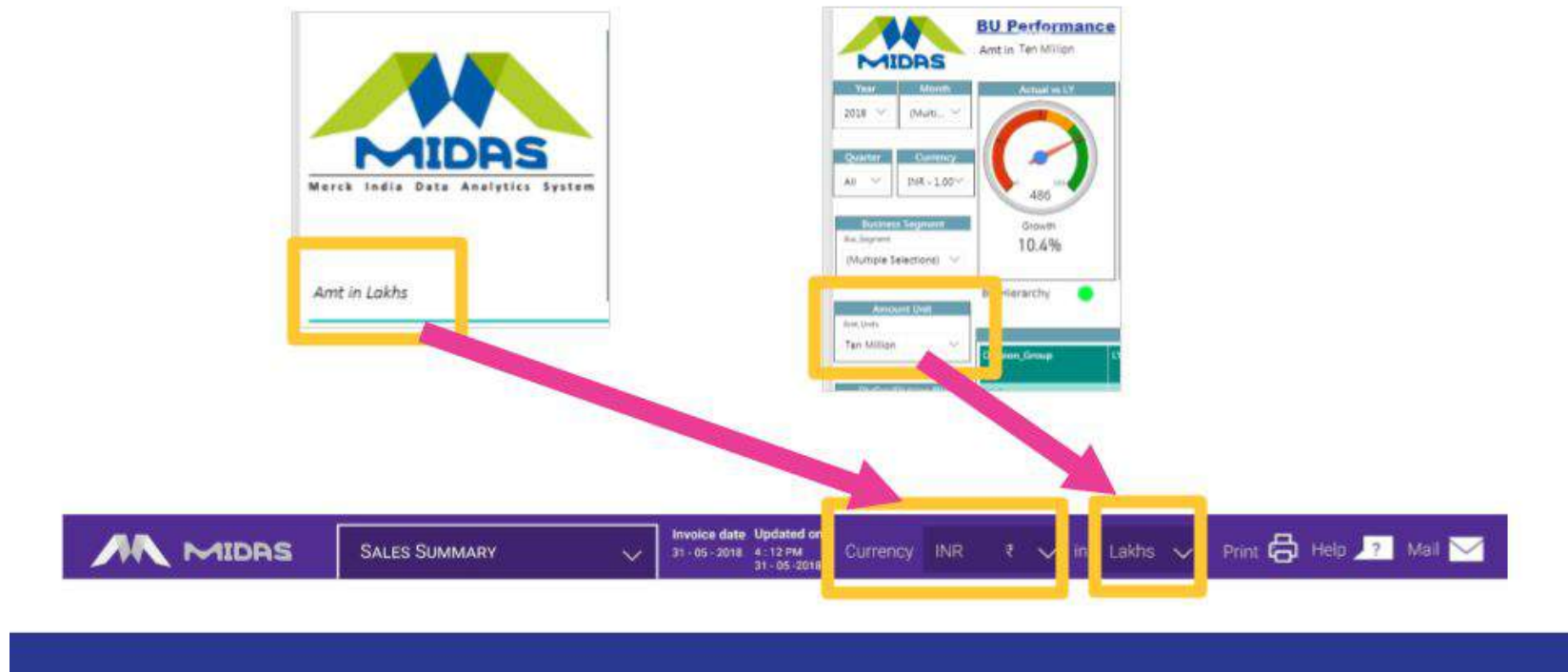
Performance
Refresh On
12-06-2018 08:10 AM
Report Upto
6/11/2018
LY
44,064

MIDAS SALES SUMMARY Invoice date 31-05-2018 Updated on 12 PM -05-2018 Currency INR ₹ in Lakhs Print Help Mail

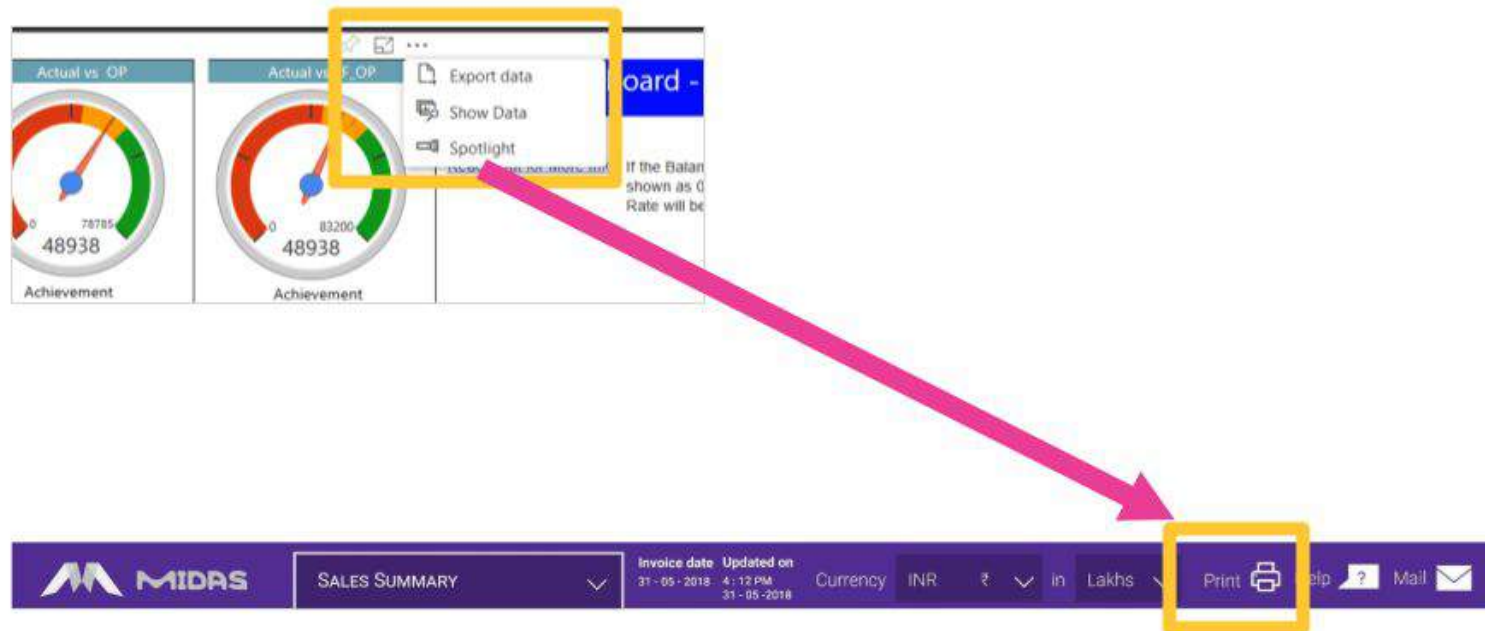
7. Update Information



8. Currency and denomination



9. Print



10.1. Help

The screenshot shows the MIDAS dashboard interface. A yellow rectangular box highlights the 'General Guidance while Reading the Dashboard' section, which contains a list of abbreviations and notes. A pink arrow points from the 'Help' link in the top navigation bar to the 'Help' button in the bottom right corner of the dashboard. The 'Help' button is also highlighted with a yellow box.

General Guidance while Reading the Dashboard

1. The month names have been prefixed by a number e.g. 01-Jan, 02-Feb etc. This has been done to simplify the months and to denote the drop down list.

2. **Shortcuts**

- LY = Last Year
- CY = Current Year
- FF CY = Full Fiscal CY
- CP = Corporate Plan
- MTD = Month To Date
- QTD = Quarter To Date
- YTD = Year To Date

Actuals/Target = Sales as a Percentage of Target, where target could be CY, FF CY or LY Sales

Growth = Increase in sales as a Percentage of Target, where target could be CY, FF CY or LY Sales

Balance to Go = Difference between Sales and the Target, where target could be CY, FF CY or LY Sales

Run Rate = Sales divided by the elapsed days

Required Run Rate = Sales to be achieved (sales less target) divided by balance days of the given period

Rank = Rank number given in descending order of sales. If two items have the same value both will get same rank

Rolling 12 Months = Twelve months (including current month) past of the current month

MAT = Monthly average of the rolling 12 Months

CAUSE = Compounded Annual Growth Rate

Notes

1. Please note that all numbers in the reports are in INR Lakhs.

2. Growth% is always wrt Last Year (LY), while Actuals/Target% is wrt the CP and FF CP.

Reach Out for More Info - Click the hyperlink for email.

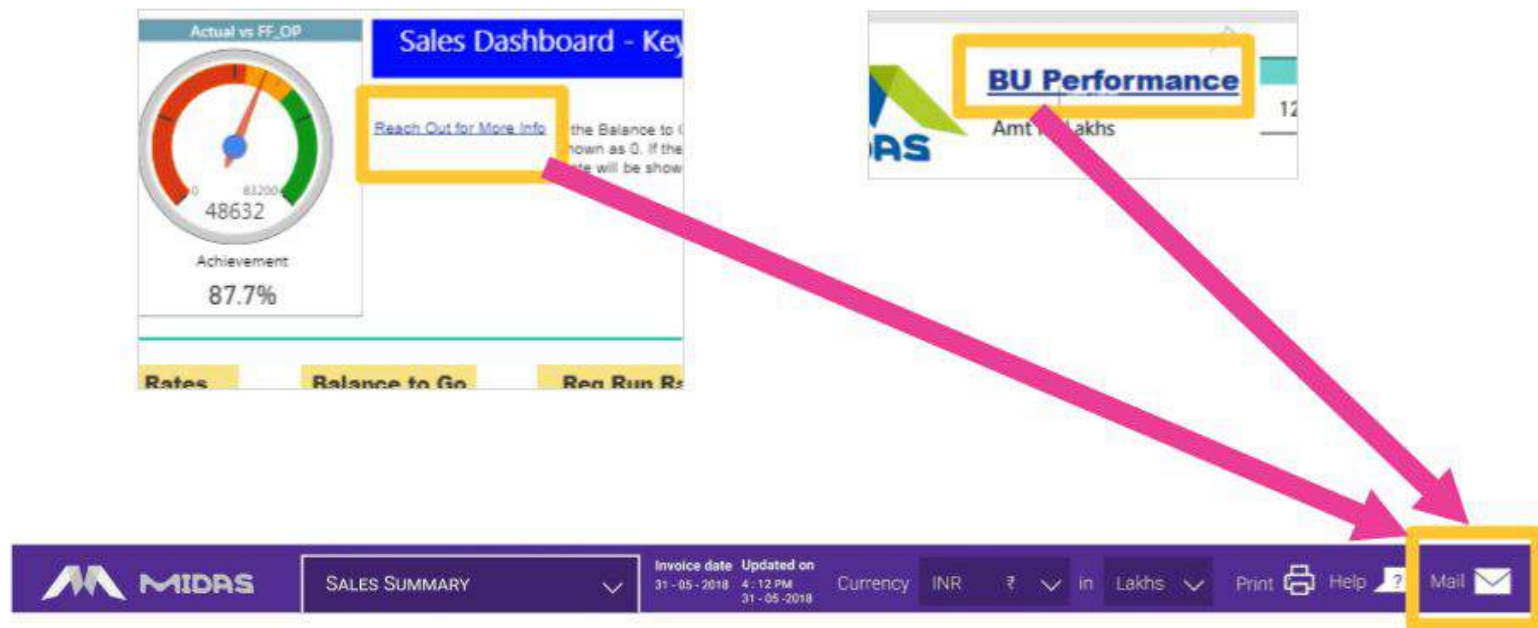
The Green Title on each page is a hyperlink which will open an email to the administrator whenever you can enter your request for more information.

Navigation Bar: Home | **Help** | Summary | Performance | BU | Brand | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 | 2031 | 2032 | 2033 | 2034 | 2035 | 2036 | 2037 | 2038 | 2039 | 2040 | 2041 | 2042 | 2043 | 2044 | 2045 | 2046 | 2047 | 2048 | 2049 | 2050 | 2051 | 2052 | 2053 | 2054 | 2055 | 2056 | 2057 | 2058 | 2059 | 2060 | 2061 | 2062 | 2063 | 2064 | 2065 | 2066 | 2067 | 2068 | 2069 | 2070 | 2071 | 2072 | 2073 | 2074 | 2075 | 2076 | 2077 | 2078 | 2079 | 2080 | 2081 | 2082 | 2083 | 2084 | 2085 | 2086 | 2087 | 2088 | 2089 | 2090 | 2091 | 2092 | 2093 | 2094 | 2095 | 2096 | 2097 | 2098 | 2099 | 2100 | 2101 | 2102 | 2103 | 2104 | 2105 | 2106 | 2107 | 2108 | 2109 | 2110 | 2111 | 2112 | 2113 | 2114 | 2115 | 2116 | 2117 | 2118 | 2119 | 2120 | 2121 | 2122 | 2123 | 2124 | 2125 | 2126 | 2127 | 2128 | 2129 | 2130 | 2131 | 2132 | 2133 | 2134 | 2135 | 2136 | 2137 | 2138 | 2139 | 2140 | 2141 | 2142 | 2143 | 2144 | 2145 | 2146 | 2147 | 2148 | 2149 | 2150 | 2151 | 2152 | 2153 | 2154 | 2155 | 2156 | 2157 | 2158 | 2159 | 2160 | 2161 | 2162 | 2163 | 2164 | 2165 | 2166 | 2167 | 2168 | 2169 | 2170 | 2171 | 2172 | 2173 | 2174 | 2175 | 2176 | 2177 | 2178 | 2179 | 2180 | 2181 | 2182 | 2183 | 2184 | 2185 | 2186 | 2187 | 2188 | 2189 | 2190 | 2191 | 2192 | 2193 | 2194 | 2195 | 2196 | 2197 | 2198 | 2199 | 2200 | 2201 | 2202 | 2203 | 2204 | 2205 | 2206 | 2207 | 2208 | 2209 | 2210 | 2211 | 2212 | 2213 | 2214 | 2215 | 2216 | 2217 | 2218 | 2219 | 2220 | 2221 | 2222 | 2223 | 2224 | 2225 | 2226 | 2227 | 2228 | 2229 | 2230 | 2231 | 2232 | 2233 | 2234 | 2235 | 2236 | 2237 | 2238 | 2239 | 2240 | 2241 | 2242 | 2243 | 2244 | 2245 | 2246 | 2247 | 2248 | 2249 | 2250 | 2251 | 2252 | 2253 | 2254 | 2255 | 2256 | 2257 | 2258 | 2259 | 2260 | 2261 | 2262 | 2263 | 2264 | 2265 | 2266 | 2267 | 2268 | 2269 | 2270 | 2271 | 2272 | 2273 | 2274 | 2275 | 2276 | 2277 | 2278 | 2279 | 2280 | 2281 | 2282 | 2283 | 2284 | 2285 | 2286 | 2287 | 2288 | 2289 | 2290 | 2291 | 2292 | 2293 | 2294 | 2295 | 2296 | 2297 | 2298 | 2299 | 2300 | 2301 | 2302 | 2303 | 2304 | 2305 | 2306 | 2307 | 2308 | 2309 | 2310 | 2311 | 2312 | 2313 | 2314 | 2315 | 2316 | 2317 | 2318 | 2319 | 2320 | 2321 | 2322 | 2323 | 2324 | 2325 | 2326 | 2327 | 2328 | 2329 | 2330 | 2331 | 2332 | 2333 | 2334 | 2335 | 2336 | 2337 | 2338 | 2339 | 2340 | 2341 | 2342 | 2343 | 2344 | 2345 | 2346 | 2347 | 2348 | 2349 | 2350 | 2351 | 2352 | 2353 | 2354 | 2355 | 2356 | 2357 | 2358 | 2359 | 2360 | 2361 | 2362 | 2363 | 2364 | 2365 | 2366 | 2367 | 2368 | 2369 | 2370 | 2371 | 2372 | 2373 | 2374 | 2375 | 2376 | 2377 | 2378 | 2379 | 2380 | 2381 | 2382 | 2383 | 2384 | 2385 | 2386 | 2387 | 2388 | 2389 | 2390 | 2391 | 2392 | 2393 | 2394 | 2395 | 2396 | 2397 | 2398 | 2399 | 2400 | 2401 | 2402 | 2403 | 2404 | 2405 | 2406 | 2407 | 2408 | 2409 | 2410 | 2411 | 2412 | 2413 | 2414 | 2415 | 2416 | 2417 | 2418 | 2419 | 2420 | 2421 | 2422 | 2423 | 2424 | 2425 | 2426 | 2427 | 2428 | 2429 | 2430 | 2431 | 2432 | 2433 | 2434 | 2435 | 2436 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| 2580 | 2581 | 2582 | 2583 | 2584 | 2585 | 2586 | 2587 | 2588 | 2589 | 2590 | 2591 | 2592 | 2593 | 2594 | 2595 | 2596 | 2597 | 2598 | 2599 | 2600 | 2601 | 2602 | 2603 | 2604 | 2605 | 2606 | 2607 | 2608 | 2609 | 2610 | 2611 | 2612 | 2613 | 2614 | 2615 | 2616 | 2617 | 2618 | 2619 | 2620 | 2621 | 2622 | 2623 | 2624 | 2625 | 2626 | 2627 | 2628 | 2629 | 2630 | 2631 | 2632 | 2633 | 2634 | 2635 | 2636 | 2637 | 2638 | 2639 | 2640 | 2641 | 2642 | 2643 | 2644 | 2645 | 2646 | 2647 | 2648 | 2649 | 2650 | 2651 | 2652 | 2653 | 2654 | 2655 | 2656 | 2657 | 2658 | 2659 | 2660 | 2661 | 2662 | 2663 | 2664 | 2665 | 2666 | 2667 | 2668 | 2669 | 2670 | 2671 | 2672 | 2673 | 2674 | 2675 | 2676 | 2677 | 2678 | 2679 | 2680 | 2681 | 2682 | 2683 | 2684 | 2685 | 2686 | 2687 | 2688 | 2689 | 2690 | 2691 | 2692 | 2693 | 2694 | 2695 | 2696 | 2697 | 2698 | 2699 | 2700 | 2701 | 2702 | 2703 | 2704 | 2705 | 2706 | 2707 | 2708 | 2709 | 2710 | 2711 | 2712 | 2713 | 2714 | 2715 | 2716 | 2717 | 2718 | 2719 | 2720 | 2721 | 2722 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| 3724 | 3725 | 3726 | 3727 | 3728 | 3729 | 3730 | 3731 | 3732 | 3733 | 3734 | 3735 | 3736 | 3737 | 3738 | 3739 | 3740 | 3741 | 3742 | 3743 | 3744 | 3745 | 3746 | 3747 | 3748 | 3749 | 3750 | 3751 | 3752 | 3753 | 3754 | 3755 | 3756 | 3757 | 3758 | 3759 | 3760 | 3761 | 3762 | 3763 | 3764 | 3765 | 3766 | 3767 | 3768 | 3769 | 3770 | 3771 | 3772 | 3773 | 3774 | 3775 | 3776 | 3777 | 3778 | 3779 | 3780 | 3781 | 3782 | 3783 | 3784 | 3785 | 3786 | 3787 | 3788 | 3789 | 3790 | 3791 | 3792 | 3793 | 3794 | 3795 | 3796 | 3797 | 3798 | 3799 | 3800 | 3801 | 3802 | 3803 | 3804 | 3805 | 3806 | 3807 | 3808 | 3809 | 3810 | 3811 | 3812 | 3813 | 3814 | 3815 | 3816 | 3817 | 3818 | 3819 | 3820 | 3821 | 3822 | 3823 | 3824 | 3825 | 3826 | 3827 | 3828 | 3829 | 3830 | 3831 | 3832 | 3833 | 3834 | 3835 | 3836 | 3837 | 3838 | 3839 | 3840 | 3841 | 3842 | 3843 | 3844 | 3845 | 3846 | 3847 | 3848 | 3849 | 3850 | 3851 | 3852 | 3853 | 3854 | 3855 | 3856 | 3857 | 3858 | 3859 | 3860 | 3861 | 3862 | 3863 | 3864 | 3865 | 3866 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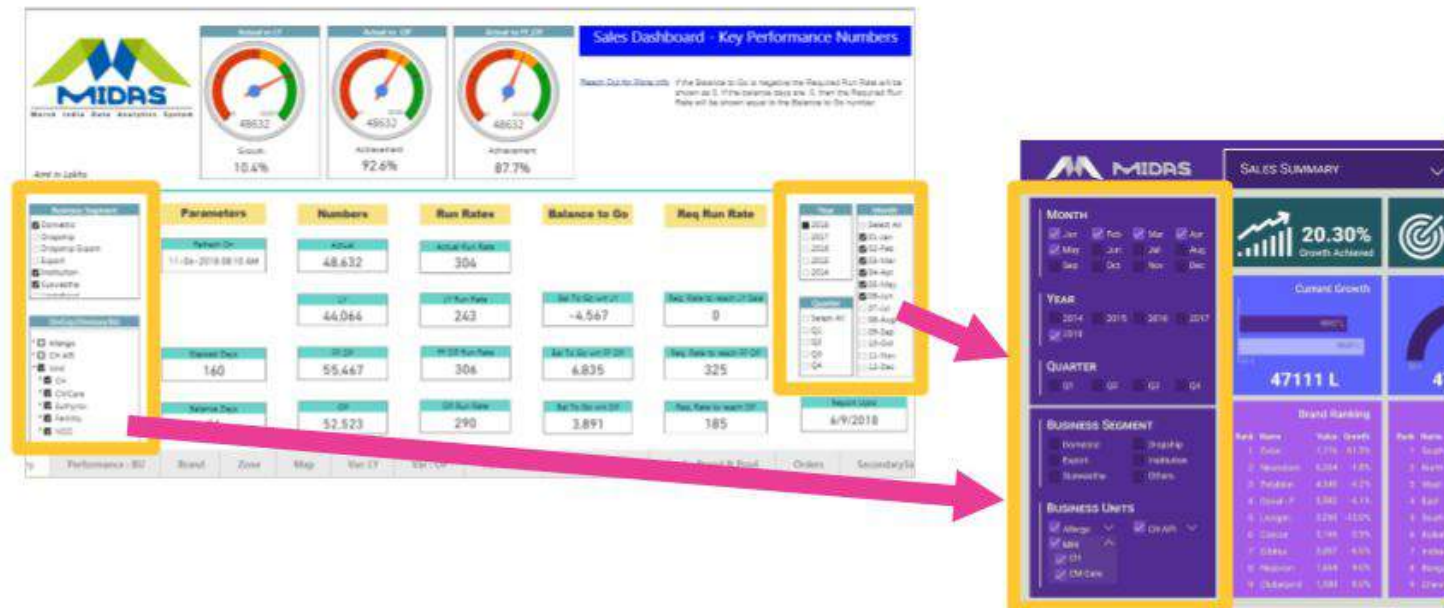
10.2. Help



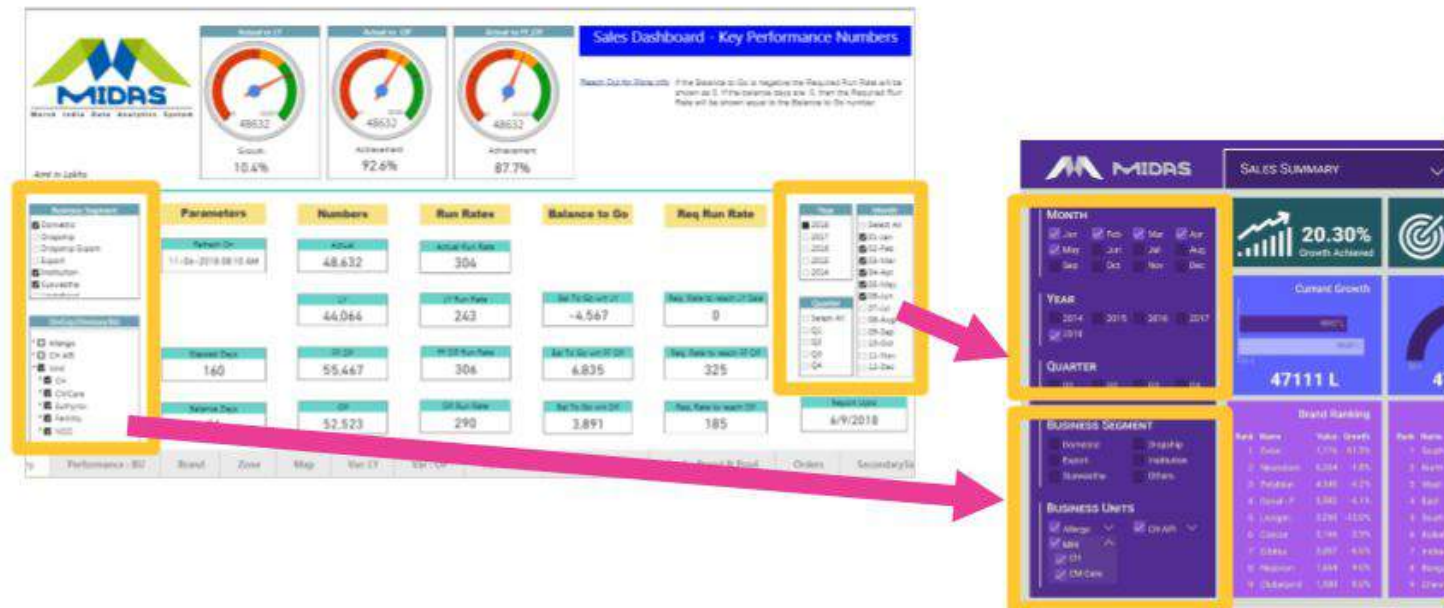
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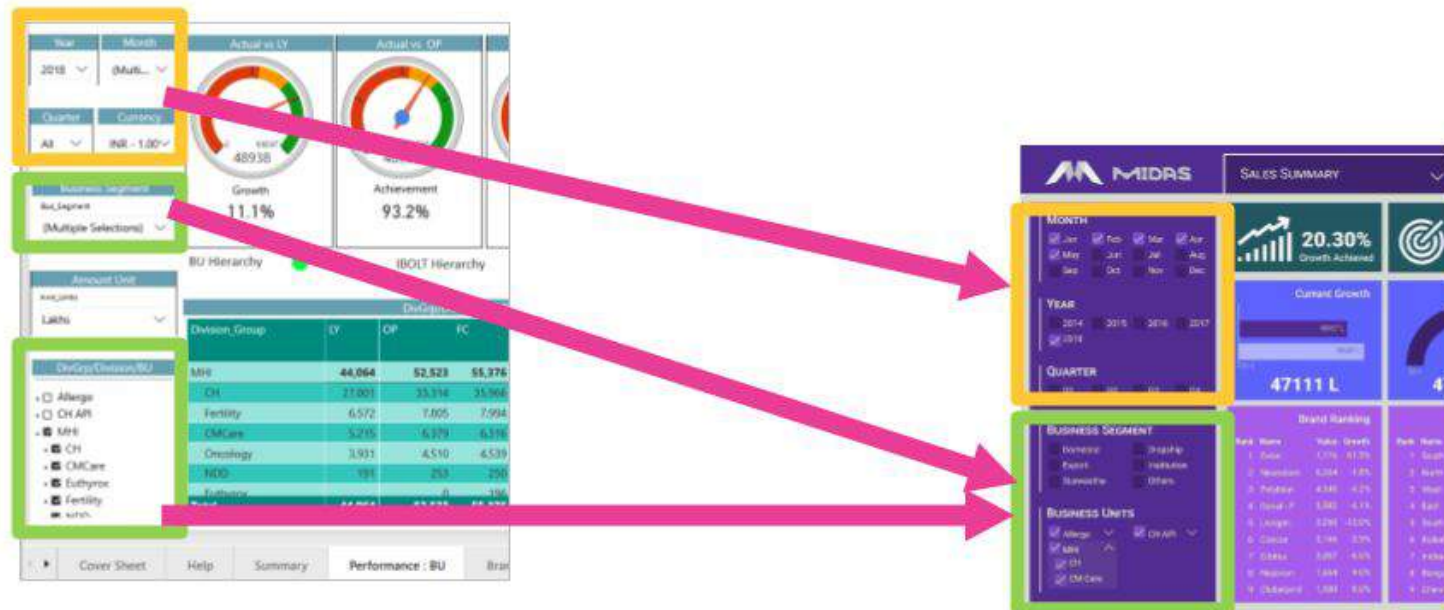
12. Filters



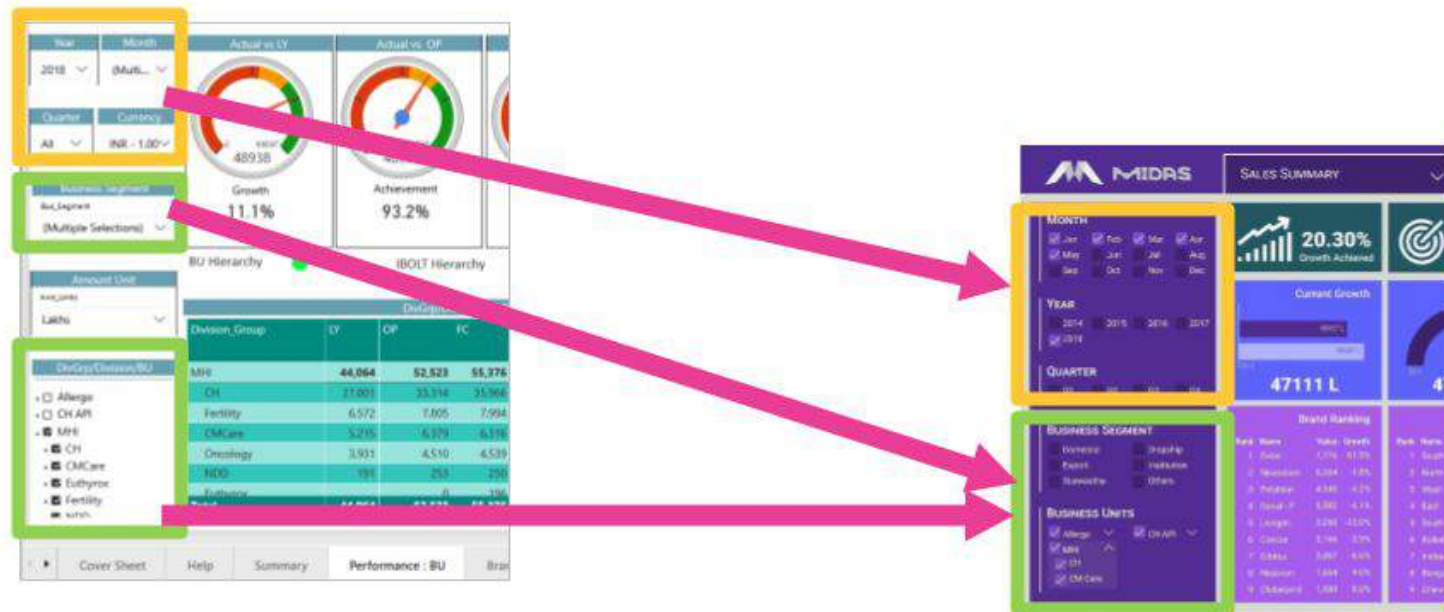
13. Filter grouping



14.1. Filter grouping



14.2. Filter grouping



The irrelevant datas were removed. Some datas that were missing for specific sheet title but found as separate sheet title for itself in the dashboard, were brought to its relevant sheet. Filters were grouped. Proper top bar with dropdown of sheet title was made. Currency & its denomination, Help, Print and Mail were the new features added to the top bar so that its available everywhere. The cover sheet of MIDAS and contextual information of the current sheet title were the other added features coming under Help. Cover sheet of MIDAS and the UI of dashboard was given a new look. Now every information will be distinguishable to users and should be able to learn by themselves with ease. There will be problem facing with content of the sheet title as some users can be used with the older version of MIDAS and also because of relevant datas were shifted to its parent sheet. Cutting down the irrelevant data and sheet title will actually improve the loading time of each sheet title.



Reports:

Summary Report : This gives an overview of the Sales Performance.

Performance Reports : There are four types of Performance reports viz : Business Unit , Brand, Zone and Customer,

Variance Analysis Reports : There are three types of Variance Analysis Reports viz : Variance Waterfall Report wrt LY, Variance Waterfall Report wrt OP and Variance Waterfall Report wrt FF OP.

Ranking Reports : There are two types of Ranking REports viz. Customer Rank, and Brand&Product Rank

Returns, Breakage and Expiry : There are two reports analyzing these transactions viz SalesReturn and Break/Expiry Report

Orders : Orders and their Fulfillment are in the Orders Report.

Secondary Sales : Secondary Sales and their relationship with Primary Sales is in the Secondary Sales Sheet.

Analytical Reports : The following four analytical reports have been given viz :

- Rolling Twelve Months Sales
- Sales Achievement Buckets
- Trends Of Of: Actuals, Achievement% and Growth %
- CAGR - Compounded Annual Growth Rates

MTD/QTD/YTD Reports : There are five reports of this category viz :

- Division and BU wise MTD/QTD/YTD
- BU, Brand and SKU wise MTD/QTD/YTD
- BU, Zone, Area, Territory wise MTD/QTD/YTD
- Brand, Zone wise MTD/QTD/YTD
- Zone and Brand wise MTD/QTD/YTD

[Reach Out for More Info](#) < Click this hyperlink for sending email to admin.

The Sheet Title on each page is a hyperlink which will open an email to the administrator wherein you can write your request for more information.

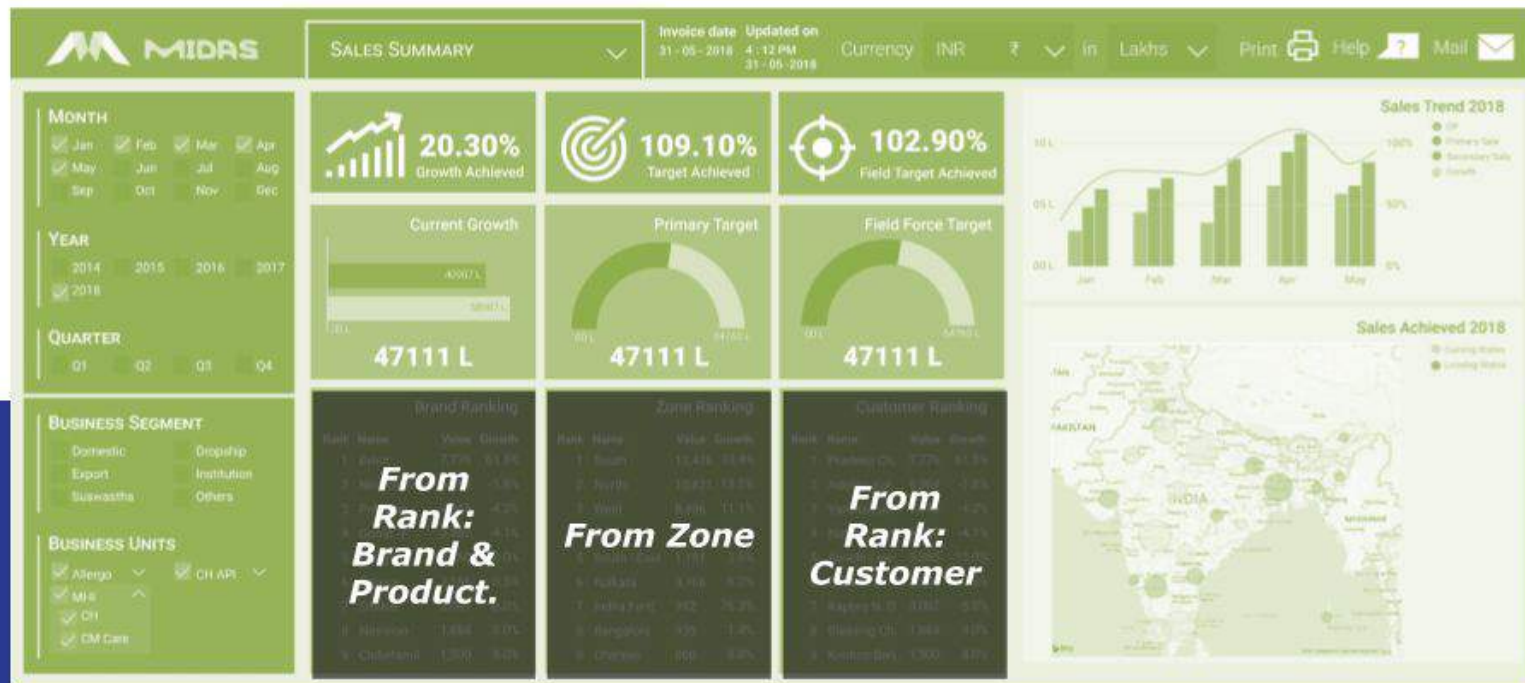
Cover sheet - old look



Cover sheet - old look



Cover sheet - new look



Cover sheet - new look

Task 3 : User Evaluation

I did user evaluation of my proposed dashboard on **3 users**, each from :

- **Head of SFE, Oncology and HR.**

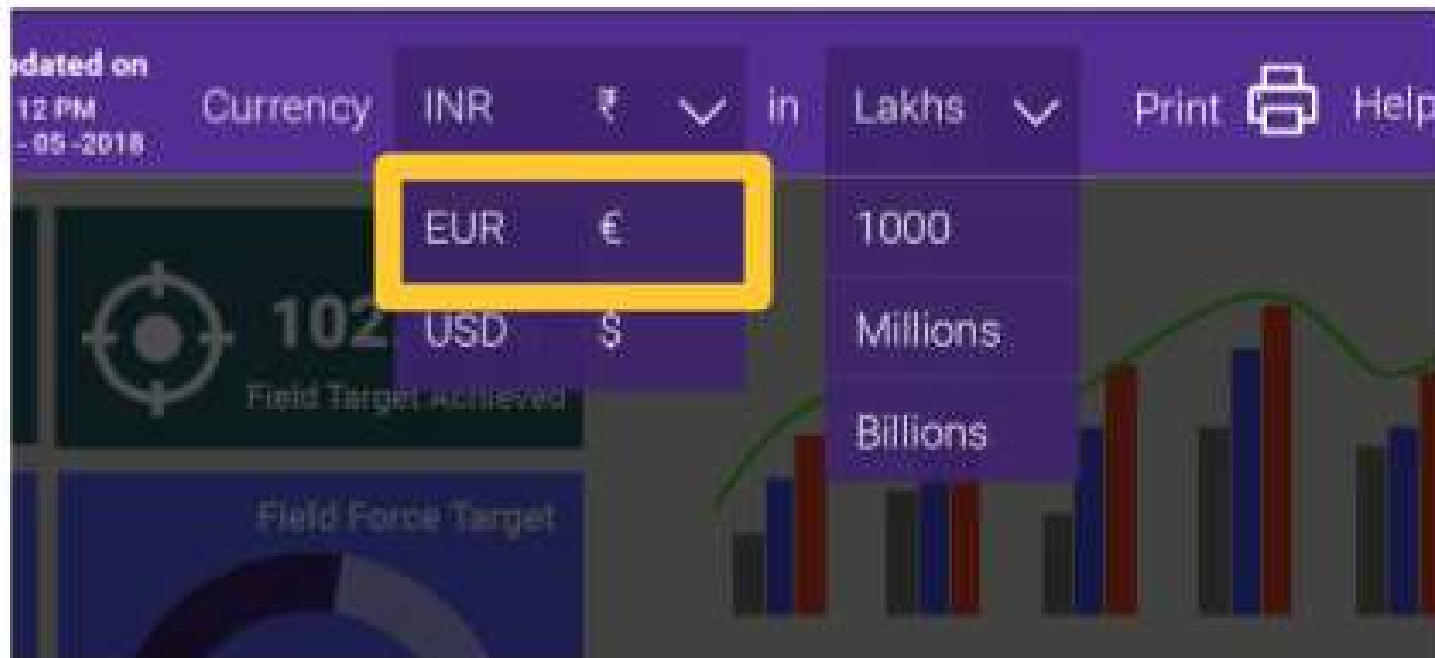
Their feedbacks were :

- Very positive on the new look of MIDAS
- For HR : Zone matters.
- For Oncology : BU level matters.
- Question : Only my field is shown or all fields are shown ?
- Highlight higher level or rank.
- Question : Will there be month closing MD achievement, MD OP ?
- User customized : BU level is needed and not all India level i.e. show the content that I need, so I don't want to

scroll, select and concerned about other irrelevant information. It cuts down unwanted information and speeds up loading time.

- Struggling mobile app - selection, scroll, UI, data and loading time. The above point can improve these issues.
- Add Primary and secondary sale comparison in one table.
- Add customer wise LY and CY primary and secondary sales.
- Add MAT column along with MTD, QTD, YTD table.
- Currency : Euro matters than GDP.
- Show units in graph.
- In loss and gain graph, replace 0 as OP 2018.
- Mention Ops as internal OP – MD OP and FF OP.

All the necessary changes were made from the given feedback before handing to the vendor / developer. User customised sheet was recommended during our meeting with the vendor. It should be possible because in the current MIDAS, the first tab is Cover Sheet but you will be greeted by Summary sheet when you login into to the MIDAS. MIDAS mobile application was having lots of problems as what you make in the desktop version will be reflected to the mobile variant. Showing only important data can actually helps in loading the page quickly.







DivGrp/Division/BU/BU			
Division_Group	LY	OP	LE
MHI	39,158	43,179	46,000
CH	25,077	27,344	29,984
Fertility	5,587	6,421	6,611
CMCARE	4,797	5,251	5,189
Oncology	3,220	3,743	3,780
NDD	158	206	201
Euthyrox		0	135
Total	39,158	43,179	46,000

Task 4 : MIDAS mobile

After handing over my proposed dashboard to the vendor, I was given task to do the mobile variant of MIDAS. It was an easy task as I already done the desktop version but should be to the theme I made for desktop version of MIDAS. I had to be carefull not to change any information or on theme in doing the mobile variant, as the desktop version was fixed and what you see in the desktop version should be reflected on mobile version. Here the top bar had dropdown Sheet title, filter and menu button. Filters of the desktop were shifted to the filter option and Currency & Denomination, Help and Mail were shifted to the menu option in the mobile variant. Some minor changes were done on UI part as it is going to have Android look. Example : the floating window that appears when you press the option button.

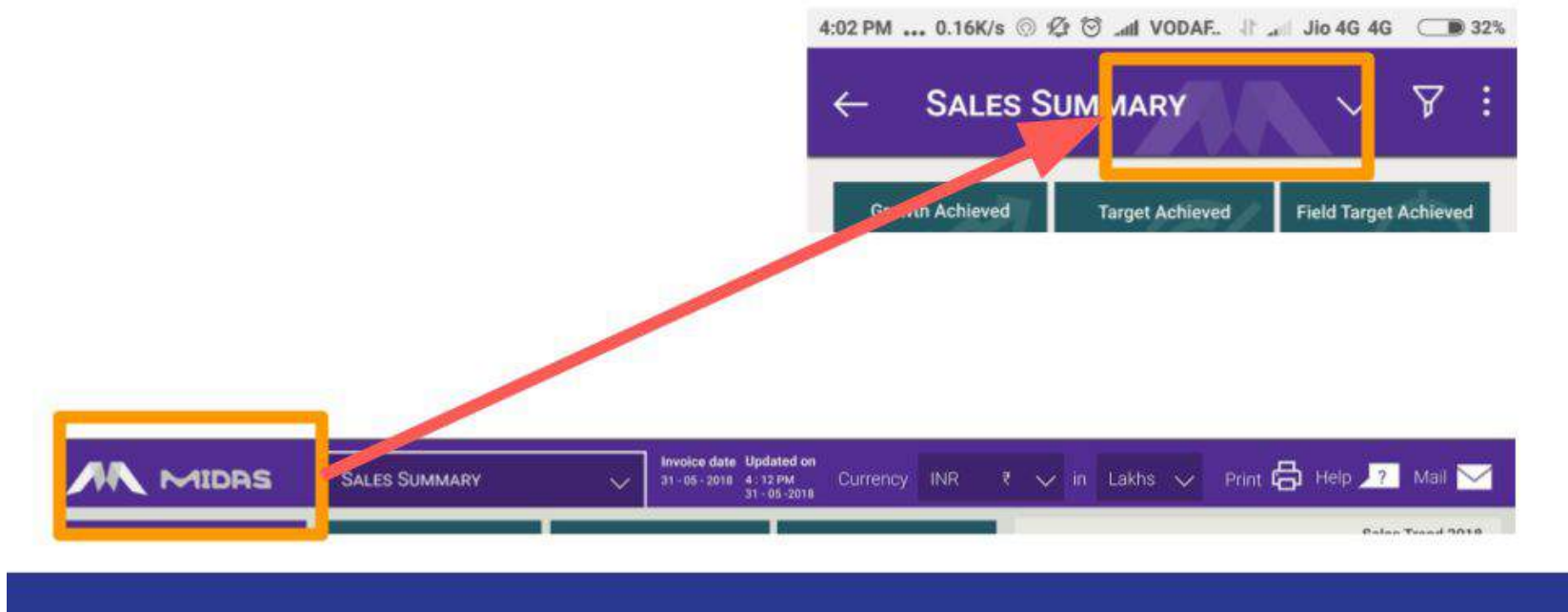
MIDAS - Desktop view



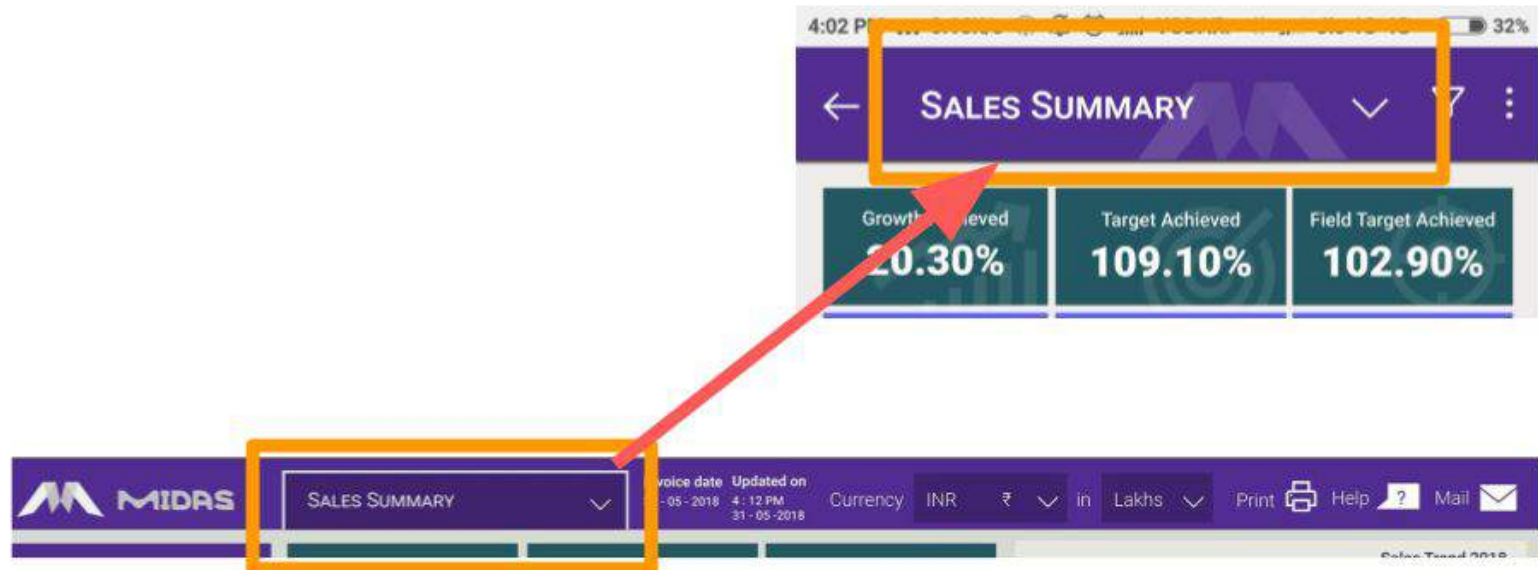
MIDAS - Mobile view



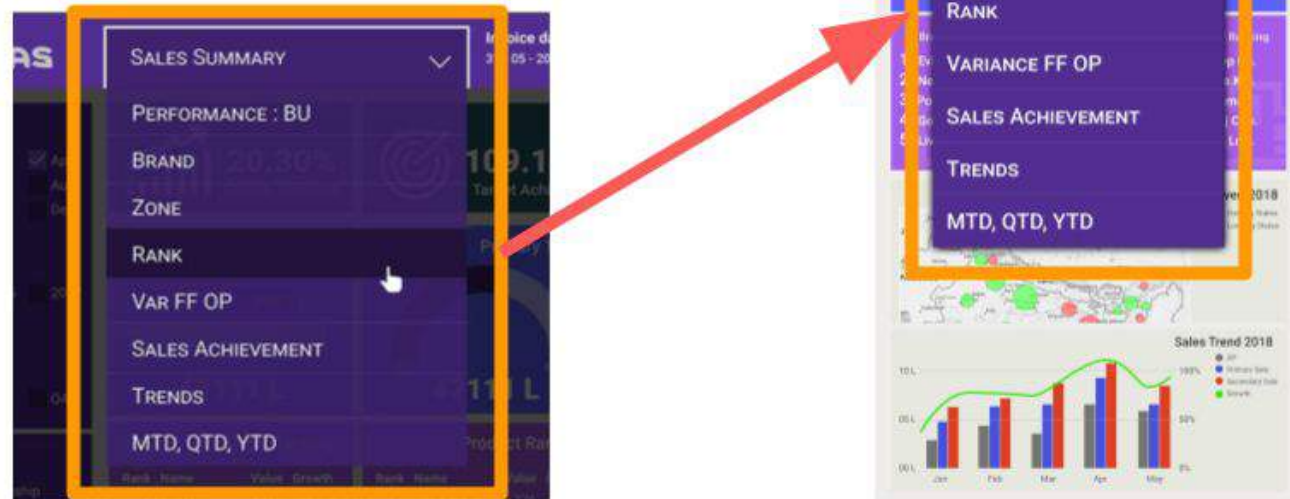
1. MIDAS Logo



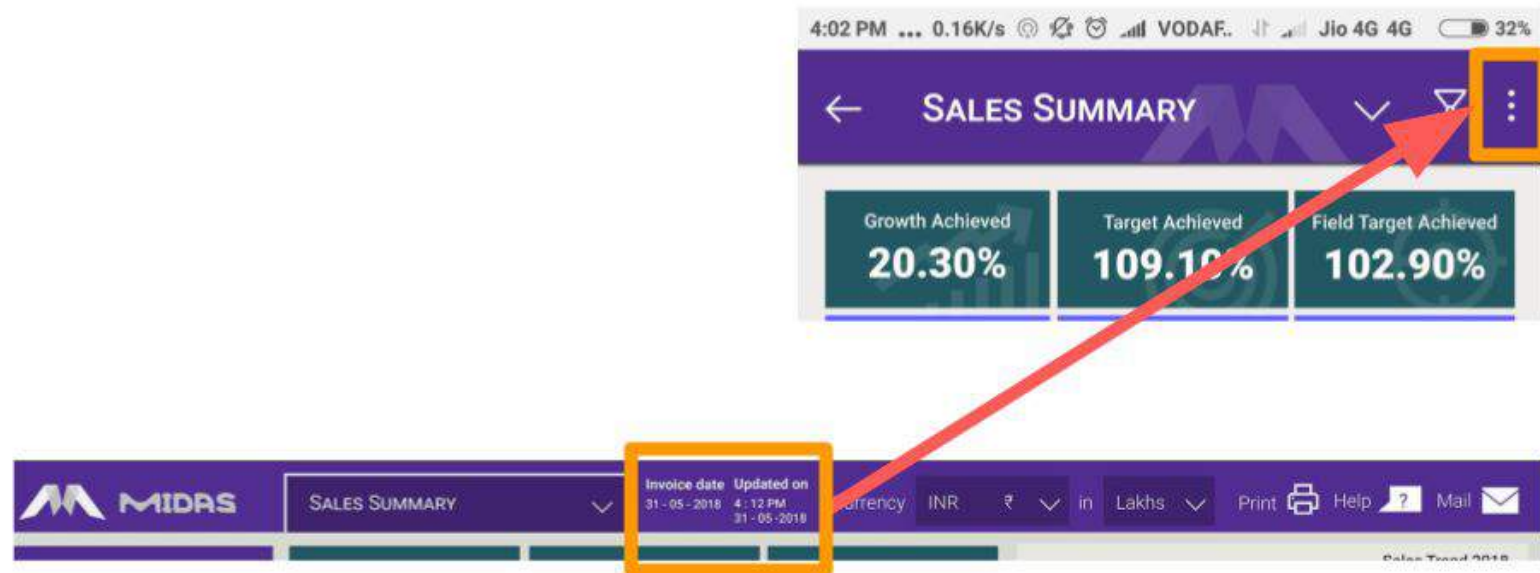
2. Title sheet



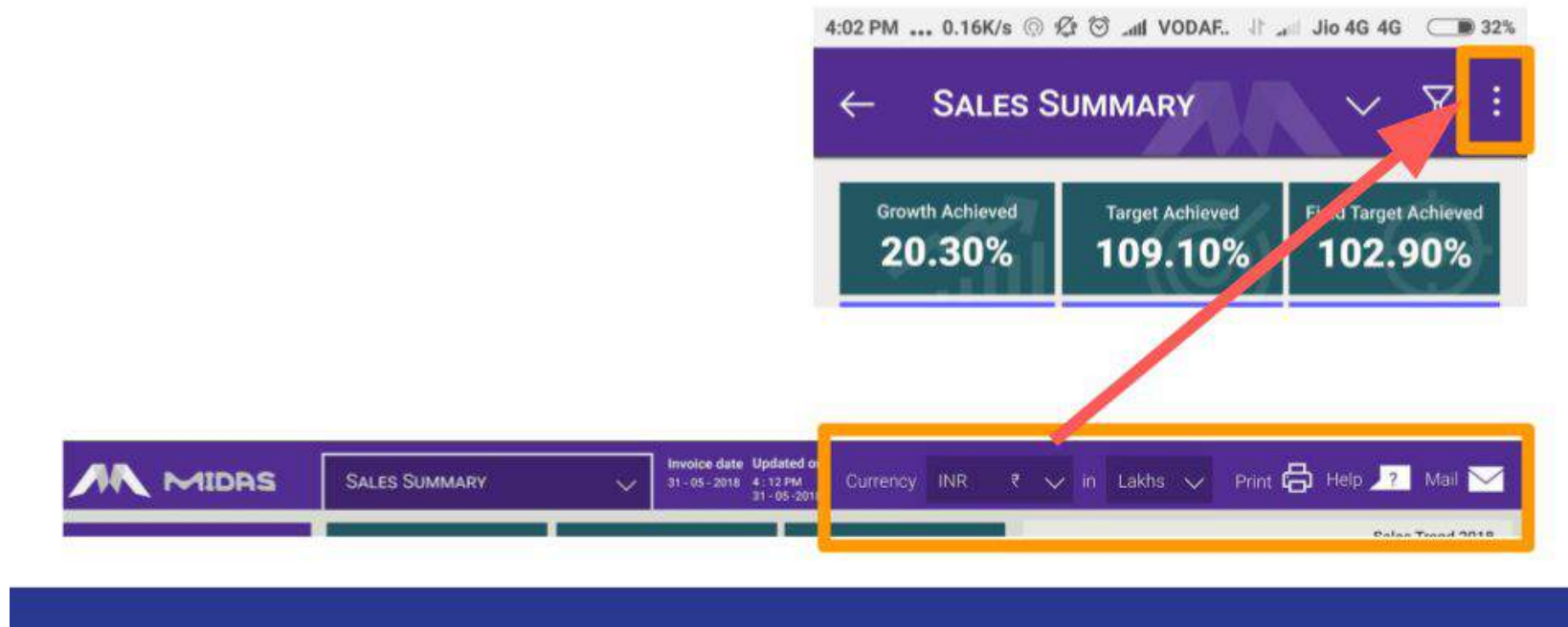
3. Dropdown menu



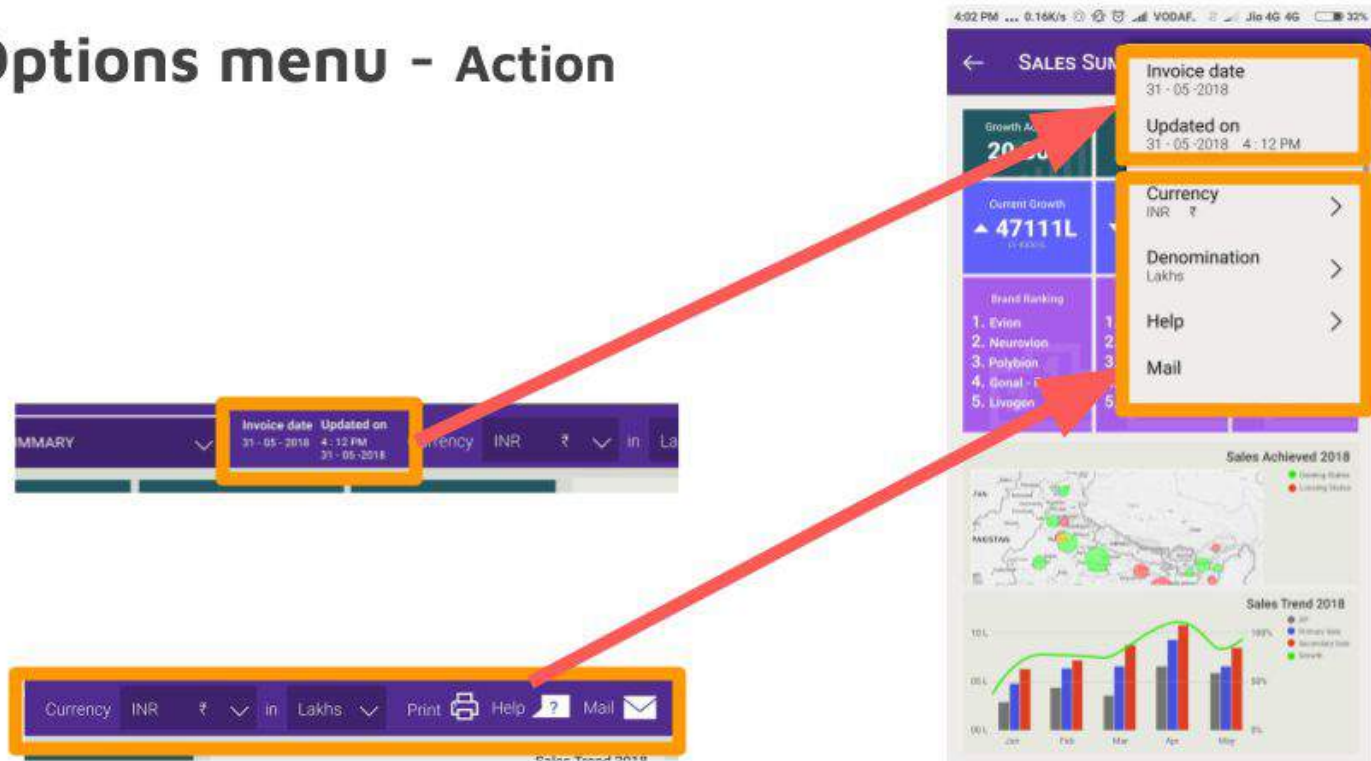
4. Invoice and Update info



5. Utility bar



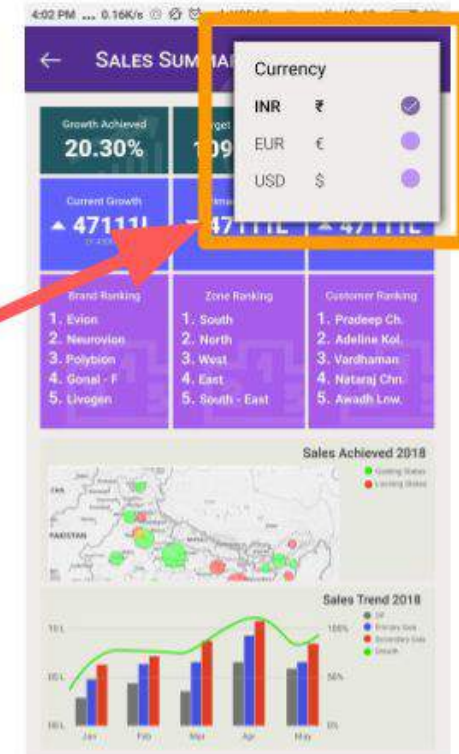
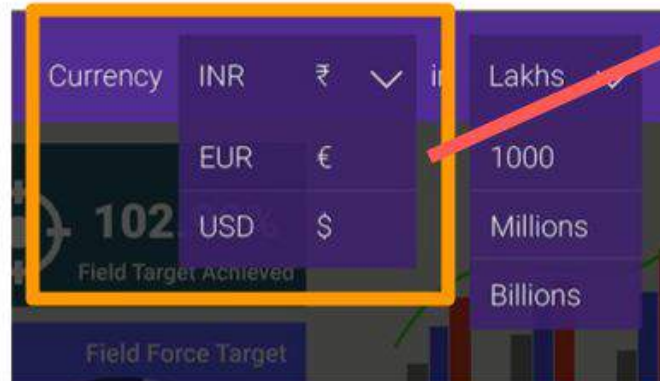
5.1 Options menu - Action



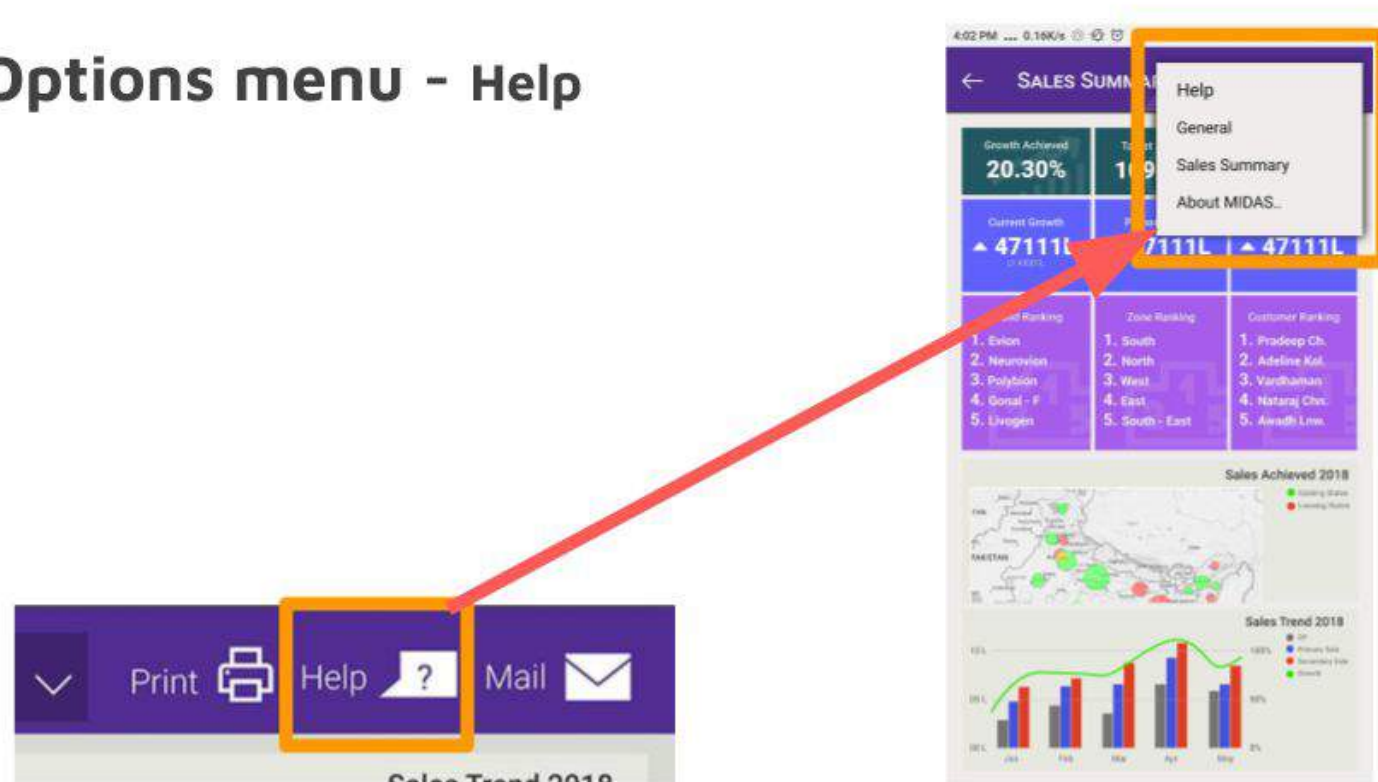
5.1 Options menu - Action



5.2 Options menu - Currency



5.3 Options menu - Help



5.3 Options menu - Help

General
Information regarding : Navigation, UI, Short forms, Focus view

Sales Summary
Context information

About MIDAS
Information on MIDAS



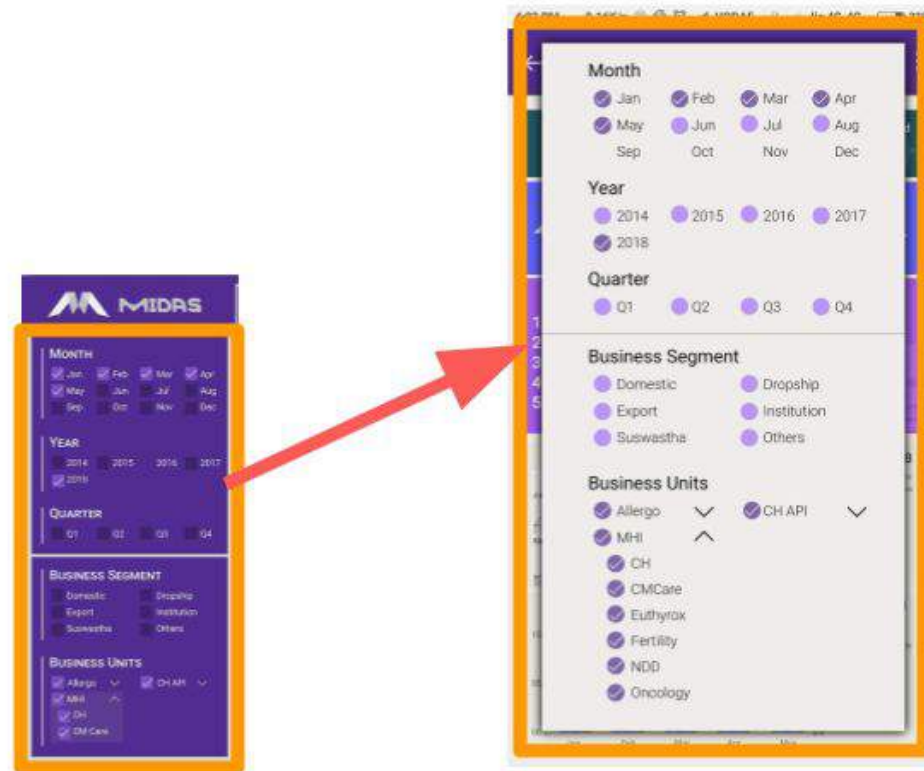
5.4 Options menu - About MIDAS



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6.1 Filter - action



Learnings from Merck

- Speed up the work.
- Put ideas fast.
- Organise and manage time.
- Have fun and be chilled, but do the work with effort and quality.
- Do not get involved in work, move around and explore.

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