

58 Reports. Zero Manual Effort. How a Global Pharma Giant Achieved Real-Time Intelligence with Power BI



AstraZeneca is a global, science-led biopharmaceutical company headquartered in Cambridge, UK. Operating across more than 100 countries, the company focuses on the discovery, development, and commercialization of prescription medicines in oncology, cardiovascular, renal, respiratory, and immunology. AstraZeneca collaborates with academic institutions, biotech firms, and healthcare organizations worldwide to deliver transformative therapies, and maintains a strong pipeline supported by a commitment to sustainability and patient outcomes.

CHALLENGE

AstraZeneca Asia Area's Finance and Commercial teams faced mounting pressure as their reporting infrastructure failed to keep pace with the organization's scale and ambition. Operating across multiple countries and markets, the teams were burdened by a heavily manual, error-prone reporting environment that constrained strategic agility.

Challenge Area	Key Pain Points
Manual Data Entry & Errors	<ul style="list-style-type: none">✓ Finance and commercial reporting relied entirely on manual data entry✓ Frequent human errors led to inaccurate reports and downstream decisions✓ Data validation across dozens of report types was time-consuming

	and inconsistent
Reporting Delays	<ul style="list-style-type: none"> ✓ Significant delays in generating MTD, YTD, YTG, and growth-period reports ✓ Stakeholders lacked timely insight into sales, P&L, costs, and commercial KPIs ✓ Budget cycle analysis (RBU2, MTP) was slow and reactive rather than proactive
Data Integrity Issues	<ul style="list-style-type: none"> ✓ Reports were consolidated manually from multiple disconnected source systems ✓ Inconsistencies and discrepancies emerged across financial and commercial reports ✓ No single source of truth for cross-market or cross-country performance comparison
Limited Real-Time Visibility	<ul style="list-style-type: none"> ✓ Inability to surface real-time financial insights to leadership and market teams ✓ Decision-makers operated with outdated information during critical planning cycles ✓ No live commentary or annotation capability on dashboards for context sharing
Scalability & Standardization	<ul style="list-style-type: none"> ✓ Reporting standards varied widely across markets, brands, and therapeutic areas ✓ The manual approach could not scale as AstraZeneca's Asia operations grew ✓ Finance and commercial teams worked in silos, creating misalignment and duplication
Analytical Limitations	<ul style="list-style-type: none"> ✓ No ability to perform multi-dimensional drill-down analysis (country, brand, TA, market) ✓ Scenario comparison across budget versions (Actual, Budget, Forecast) was impractical ✓ Forecast accuracy tracking and cost phasing analysis were entirely absent

SOLUTION

Keansa designed and delivered a comprehensive Power BI automation solution that transformed AstraZeneca Asia Area's reporting ecosystem. The engagement delivered two flagship dashboards – the Finance Dashboard and the Commercial Dashboard – underpinned by a robust data model, automated pipelines, and custom-built productivity tools.

Technology Architecture

Power BI Dashboards & Visualizations	Power Automate Automated Workflows	Power Apps Live Commentary Interface	Custom Visuals Bespoke Chart Components	Multi-Source Model Unified Data Layer
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Finance Dashboard – 40+ Reports

The Finance Dashboard provides AstraZeneca Asia Area's finance leadership with a comprehensive, automated reporting suite spanning the full performance cycle – from high-level summary views to granular brand, country, and market breakdowns. All reports are available across MTD, YTD, YTG, and Growth % dimensions.

Sales & Budget Performance Reports	
• Summary of Sales	• Sales vs. Budget
• RBU2 Budget Phase Reports	• MTP Budget Phase Reports
• Sales Reports (Multi-dimensional)	• Sales by Brand Variance
• Revenue Phasing	• Sales Phasing – Version Wise
• Forecast Accuracy Reports	• Budget Version Comparison Reports

Profit & Loss (P&L) Reports	
• Detailed P&L	• Country-wise P&L
• P&L Variance vs. Budget (All Versions)	• P&L – Market-wise
• P&L Variance – Market-wise	• P&L – Product Family & Brand Wise
• P&L Variance – Product Family & Brand Wise	• NMPC / MPC Phasing
• DSO & Past Due – Actuals	• DSO & Past Due – Budget Versions

Cost, FTE & Operating Reports	
• Cost / FTE Reports	• Cost / FTE Reports – By Market
• Cost / FTE Reports – By Country	• Operating Costs Reports
• Cost Reports – By Brand By Market	• Cost by Brand Variance
• Cost / FTE Phasing	• Cost Phasing
• WAPT Reports (All Variants)	

Report Dimensions Available Across All Finance Reports:

MTD (Month-to-Date)	YTD (Year-to-Date)	YTG (Year-to-Go)	Growth % (All Periods)
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Commercial Dashboard – 18 Reports

The Commercial Dashboard empowers AstraZeneca Asia Area's commercial and marketing leadership with precise, real-time intelligence across markets, therapeutic areas, brands, and competitors – enabling sharper market strategy and performance management.

Market & Country Performance	
• Market Ranks – Country & Market Wise	• Growth Contribution %
• Achievement vs. Target (A/T%)	• Market Growth Trends
• AstraZeneca Growth %	• Product Family / Brand-wise Performance

<ul style="list-style-type: none"> Established vs. Emerging Country Segmentation 	
Therapeutic Area Reports	
<ul style="list-style-type: none"> IOAD (Irreversible Oral Anticoagulants) 	<ul style="list-style-type: none"> Hyperkalemia Therapeutic Area
<ul style="list-style-type: none"> ICS (Inhaled Corticosteroids) 	<ul style="list-style-type: none"> Additional Therapeutic Area Segments
<ul style="list-style-type: none"> TA-wise Market Share Tracking 	<ul style="list-style-type: none"> TA Growth vs. Market Benchmark
Brand & Competitor Intelligence	
<ul style="list-style-type: none"> Brand Performance in Market 	<ul style="list-style-type: none"> Competitor vs. AstraZeneca Product Reports
<ul style="list-style-type: none"> Brand Market Share Trends 	<ul style="list-style-type: none"> Portfolio-level Performance Overview
<ul style="list-style-type: none"> Competitor Benchmarking Analysis 	<ul style="list-style-type: none"> Brand-level Growth & Contribution Reports

Technical Delivery Highlights

<p>Robust Multi-Source Data Model</p> <p>Keansa engineered a unified data model connecting multiple heterogeneous data sources – including Financial data warehouses and commercial databases – into a single, consistent reporting layer. This eliminated data silos and ensured a single source of truth across all 58+ reports.</p>	<p>Automated Data Refresh Pipelines</p> <p>End-to-end automated data refresh pipelines were configured to ensure dashboards always reflect the latest data without manual intervention. This eliminated batch reporting delays and gave leadership real-time visibility into financial and commercial performance.</p>
<p>Live Commentary via Power Apps & Power Automate</p> <p>A custom Power Apps interface was developed to allow users to insert live, contextual comments and annotations directly on dashboards – tied to specific data points or report sections. Power Automate workflows route commentary notifications and approvals, enabling real-time collaboration without leaving the BI environment.</p>	<p>Custom-Built Visuals</p> <p>Where standard Power BI visuals were insufficient for AstraZeneca's complex analytical requirements, Keansa developed fully bespoke chart components and visual elements – tailored to the specific display needs of finance and commercial users, including phasing charts, variance waterfall charts, and multi-dimensional brand performance visuals.</p>



OUTCOME

The Power BI automation solution delivered transformational results across AstraZeneca Asia Area's Finance and Commercial functions, converting a fragile, manual reporting environment into a scalable, intelligent decision-support platform.

Eliminated Manual Reporting Fully automated data pipelines replaced manual consolidation, freeing Finance and Commercial teams from repetitive, error-prone data assembly tasks.	Real-Time Decision Intelligence Leadership now accesses live MTD, YTD, YTG, and growth dashboards at any time – enabling faster, evidence-based decisions during planning, budget cycles, and commercial reviews.
Single Source of Truth All 58+ reports draw from one unified data model, eliminating discrepancies and ensuring consistent figures across markets, countries, brands, and therapeutic areas.	Dramatically Improved Accuracy Automated data integration eliminated manual entry errors, raising data accuracy and stakeholder confidence in reported figures across all financial and commercial metrics.
Faster Budget Cycle Analysis Budget version reports (Actual, RBU2, MTP) and variance analyses are now generated instantly, accelerating planning cycles and enabling rapid what-if scenario exploration.	Scalable, Multi-Market Coverage The solution seamlessly covers the entire AstraZeneca Asia Area – delivering consistent reporting across multiple countries, markets, product families, and therapeutic segments.
Live Collaborative Commentary Finance and commercial users can annotate dashboards with live, context-rich commentary via the custom Power Apps integration – enabling richer narrative alongside the data.	Advanced Analytical Capability Multi-dimensional drill-down across brand, country, market, TA, and time period – including forecast accuracy, cost phasing, DSO, and WAPT analysis – previously impossible with manual tools.

“Keansa's Power BI solution transformed how we report and make decisions across AstraZeneca Asia Area. What used to take days of manual consolidation now happens automatically and in real time – giving our Finance and Commercial teams the confidence to act quickly on reliable data.”

– AstraZeneca Asia Area, Finance Leadership

See what Keansa can do for your business. Request a live demo today.

Talk to our expert