The Journey Begins:
Genmab is on a mission to transform the lives of patients living with cancer and other serious diseases. To achieve that mission, Genmab engages Key Opinion Leaders (KOLs) to ensure they develop and commercialize knock-your-socks-off (KYSO®) antibodies.

The E2E Customer Engagement capstone project built a customized internal web application to enable seamless and effective cross-functional engagements with Key Opinion Leaders (KOLs).

Requirements
Advanced Search: Easy filtering options to quickly find targeted KOLs.
Interactive Questionnaire: Conduct effective KOL interviews.
Customized Profiles: Tailored KOL profile pages for detailed insights.
Engagement Tracker: Comprehensive view of interaction histories.

These website requirements were meticulously crafted to meet the specific needs of internal Genmab users, ensuring a streamlined and efficient process for identifying and engaging Key Opinion Leaders (KOLs).

Implementation
Frontend: The application’s user interface is built with React, providing a dynamic and responsive experience. The design focuses on usability and accessibility to accommodate a wide range of users.

Backend: A Flask framework handles server-side logic, managing API calls, data processing, and interactions with the MySQL database. It ensures efficient data retrieval and storage processes.

Database: MySQL is used for data storage, chosen for its reliability and support for complex query operations which are crucial for real-time data analysis.

Results
Search: Verified users can search for KOLs of interest, and if no record exists in the database, navigate to create a new record.

Future Work
Enhanced Personalization: We plan to add more customization features to KOL profiles, making them even more tailored to individual needs.
Feedback System: We will establish a strong feedback loop to continuously refine our platform based on user insights.
Automatic Updates: We aim to automate data updates, ensuring KOL profiles are always up-to-date with the latest information.

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