Adam Khemiri

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Summary

Data Analyst (**PL-300**) with 3+ years turning complex data into interactive, **user-friendly Power BI** dashboards. Strengths in **UX/UI** for analytics, advanced **DAX**, **Power Query**, and star-schema modeling to drive adoption and decisions. Proven impact on refresh speed, model size, and stakeholder efficiency.

Core Skills

BI and Modeling: Power BI; star schema; DAX (CALCULATE, FILTER, X-functions); incremental refresh; **RLS**
Analytics: SQL; Excel (Power Query, pivots); cohort and KPI analysis
Workflow: Git/GitHub; documentation/versioning
Stakeholder: requirements gathering; storytelling; executive dashboards

Tools & Technologies

Power BI, Power Query (M), DAX Studio, Performance Analyzer, Talend, SQL Server, Odoo ERP, Excel, Git/GitHub, PowerPoint (UI prototyping)

Professional Experience

Data Analytics Consultant (Contract)   **Jan 2024–Jun 2024**
BlaBlaCar — Remote (FR/TN)

- Integrated **Odoo ERP** data into Power BI (Power Query M); designed a **star schema** for bookings and cancellations
- Built executive dashboards with drill-through, tooltips, and **RLS**; reduced manual reporting time by **50%**

Business Intelligence Analyst Intern   **Apr 2023–Dec 2023**
YTT Tunis — Tunis, Tunisia

- Wrote SQL (SELECT/JOIN/WHERE) to pull production and inventory data; validated joins and row counts
- Authored core **DAX** measures (conversion, cancellation rate, monthly trends); modeled dimensions and facts; built executive pages with drill-through, tooltips, bookmarks, and **RLS**

Reporting Analyst   **Jul 2022–Mar 2023**
ACTION Retail — France

- Consolidated store Excel files using **Power Query**; replatformed legacy reports into a governed Power BI model
- Tuned measures with **DAX Studio**; cut model size by **35%** and refresh time by **40%**

Selected Projects

Power BI App-Style Dashboard Template | Power BI, Bookmark Navigation, PowerPoint UI   *2025*

- Built application-style navigation with guided drill-through; standardized layouts to increase adoption and reduce training

Power BI Navigation Experience | Power BI, KPI Cards, Tooltips   *2025*

- Designed multi-page storytelling with KPI narrative cards, scenario toggles (YoY, budget vs. actual), and bookmark navigation

Maven Toys Sales Dashboard | Power BI, DAX, RLS   *2025*

- Authored 25+ DAX measures (YTD, YoY, margin) with **RLS**; optimized refresh and visuals; reduced manual reporting by **40%**

Education

Bachelor of Science (B.S.) in Business Computing   *(France/Tunisia)*

Languages

English • French • Arabic

Certifications

Power BI and Data Analytics

- Microsoft Certified: **PL-300** (Active)
- Microsoft Power BI Data Analyst Specialization (Microsoft, 2025)
- Power BI UX/UI Dashboard Design (Udemy, 2025); Design for Microsoft Power BI (Udemy, 2025)
- Advanced DAX and Data Modeling; PL-300 Exam Prep (Maven Analytics, 2025)

Additional

Work Authorization: Authorized to work in the United States