BRENDAN DALY

SENIOR SOLUTION ARCHITECT

SUMMARY

Brendan is in the Data Analytics and Data Platform practice at NRI and brings nearly a decade of experience, leading data platform, analytics, and AI initiatives that deliver measurable business value.

Beyond technical implementation, Brendan specializes in turning data into a strategic asset—designing architectures, governance models, and user experiences that not only solve today's problems but create new opportunities for innovation and revenue.

He is known for developing intellectual property, guiding enterprise data strategy, and ensuring analytics investments act as value generators, not cost centers.

Solution Architect • Advertising & Public Relations

Delivered a net-new reporting solution leveraging Microsoft Fabric that strengthened the client's relationship with their largest account and laid the foundation for expansion across additional clients.

- Ingested call center data from Snowflake into OneLake and built semantic models to support reporting
- Developed interactive Power BI dashboards that functioned like applications, tailored to different management levels
- Presented on using Copilot for both consuming and developing data, including data agents
- Delivered net-new reporting capabilities that expanded their strategic relationship with their largest account
- Technologies: Power BI, Fabric lakehouses, pipelines, data agents, OneLake, Snowflake, Copilot, DAX, M, SQL

Solution Architect • Manufacturing

Led a multi-phase migration from on-prem SQL Server, Power BI, and SSRS to Microsoft Fabric, modernizing analytics across four subsidiary companies under a unified enterprise model.

- Delivered both the initial accelerator and follow-on expansion to modernize data and reporting infrastructure.
- Integrated data from ERP systems including IQMS, Navision, Business Central, and SAP
- Modeled data using a bronze-silver-gold architecture to support modular data marts for each company, feeding into a unified enterprise semantic layer
- Trained regional data champions across the US, Canada, and Europe to drive adoption and self-service analytics
- Collaborated directly with the CIO to develop an 18-month roadmap and identify high-value AI use cases, including "Share of Wallet"
- Project featured in Microsoft's internal Win Wire as a land-and-expand success
- Technologies: Microsoft Fabric, Power BI, OneLake, SQL Server, SSRS, SAP, Business Central, Navision, IQMS, SQL, Python, PySpark

SKILLS

- **Data Strategy:** Business cases, ROI/TCO, portfolio roadmaps
- **Data Governance:** Purview, Unity Catalog, stewardship, catalog/lineage
- **Data Security:** RLS/OLS, RBAC/ABAC, PII controls, key management
- **Data Architecture:** data products & contracts, unified semantic layer, workload isolation/SLOs
- **Data Engineering:** ELT/ETL, streaming & CDC, orchestration, performance optimization
- **Data Modeling:** dimensional, data vault, medallion, semantic
- **Data Visualization:** decision-centric dashboards, KPI design, UI/UX, Power BI, Tableau
- **DataOps & CI/CD:** Git, GitHub, Azure DevOps, CI/CD workflows, testing & release management
- **Applied AI:** Copilot, Azure OpenAI, RAG over OneLake/Delta, Azure AI Foundry, Copilot Studio
- **Languages:** SQL, Python, DAX, Power Query (M), PySpark, C#

CERTIFICATIONS

- Fabric Data Engineer Associate
- Fabric Analytics Engineer Expert
- Power BI Data Analyst Associate
- Azure Cosmos DB Developer Specialty
- Azure Enterprise Data Analyst Associate
- Azure Data Engineer Associate
- Databricks Data Analyst Associate
- Databricks Generative AI Engineer Associate
- Snowflake SnowPro Core

Solution Architect • Entertainment

Partnered with the CIO and EVP of Data at a large movie theater chain to lead a Microsoft Fabric accelerator, migrating workloads from Synapse and on-prem SQL Server to the cloud.

- Delivered initial accelerator to validate platform capabilities, followed by support for scoping and relationship management during expansion
- Focused on enterprise warehousing with silver-layer data vault modeling and gold-layer dimensional modeling
- Modernized reporting infrastructure to support scalable, cloud-native analytics across business domains
- Technologies: Microsoft Fabric, Power BI, Synapse, SQL Server, OneLake

Solution Architect • Financial Services

Led simultaneous pilots of Microsoft Fabric and Microsoft Purview to modernize data access and modeling at a top 25 investment bank. The initiative focused on empowering analysts—who rely heavily on Excel for modeling—with standardized data and scalable analytics capabilities.

- Integrated data from sources including APEX, Bloomberg, ADLS Gen2, and Oracle SQL
- Built centralized CD and bond models to serve as trusted reference data for analysis and enrichment
- Implemented complex RBAC which enabled self-service access to trusted data assets for enhancing analyst modeling workflows
- Implemented advanced Power BI reporting capabilities tailored to financial use cases
- Implemented Copilot for both data consumption and development
- Technologies: Microsoft Fabric, Purview, Power BI, OneLake, DAX, M, SQL, Excel, Oracle SQL, ADLS Gen2

Solution Architect • Construction

Led a pilot that expanded into a broader engagement with a national construction firm, focused on modernizing enterprise reporting, enabling self-service analytics, and supporting their ERP transition.

- Ingested data from on-prem ERP systems and modeled it for enterprise-wide reporting and analysis
- Introduced medallion architecture, structuring the gold layer as a formal data warehouse to support governed, scalable analytics
- Delivered advanced Power BI reports with rich interactivity for visualizing and exploring land plots
- Enabled self-service analytics across business units through semantic modeling and report design
- Supported the migration off legacy ERP systems and archiving of on-prem data as part of their transition to a new ERP platform
- Contributed to the launch of the client's internal ACE (Analytics Center of Excellence) and data governance group
- Technologies: Microsoft Fabric, Purview, Power BI, OneLake, DAX, M, SQL, Excel, Oracle SQL, ADLS Gen2