**Rana Bashir**

[Kashif\_rana@yahoo.com](mailto:Kashif_rana@yahoo.com)

201-406-3397

**Work Authorization: Citizen**

SUMMARY

More than twenty years of experience developing large scale software applications, business intelligence, ETL, and data warehousing Projects using Microsoft BI Stack, Power BI, MicroStrategy, Azure and Oracle technologies. Worked extensively in all phases of a SDLC and professional engineering skills BI tools, Microsoft .Net (ASP.Net, C#, VB) and SQL Server.

SKILLS

BI: Power BI, Azure Analysis Services, Power Platform, ETL, Microsoft BI Stack (SSIS, SSRS, SSAS), MicroStrategy, Tableau, Data Factory

DataWH: Dimensional Modeling, Star and Snowflake schema designs.

Databases: MS SQL Server, My SQL, Oracle, Red Shift

.Net: C#.Net, VB.Net, Asp.Net, Windows Applications

Cloud: Microsoft Azure, Dell Boomi, AWS

Big Data: Hadoop, Spark, Python, R

Design: UML, Use case writing, Class Diagram, Sequence Diagrams

EXPERIENCE

**HCL tech Apr 2021 – Present**

**Role: BI Architect / Lead July 2023 – Present**

**Client: Expeditors**

• Working as a Solution Architect on data warehouse transformation and Power BI reporting project.

• Replaced Legacy CRM reporting with Power BI reporting and D365 as a source.

• Gathered data from disparate systems in power bi data flows and transformed to be used with Power BI data model. Extensive use of Power query for transforming data.

• Power BI Infrastructure setup for premium workspace. Role based security setup.

• Complex power bi reports using DAX and custom visuals.

• Designed Data Visualization strategies to present actionable insights to senior management.

**Role: Power BI Architect Apr 2022 – Jun 2023**

**Client: The Walt Disney Company**

• Worked as a Senior PBI Architect for Power BI reporting re-model for their costume business.

• Rolling out of Power BI to whole organizations through setting up on-prem Power BI report server

• Power BI infrastructure setup from scratch and maintenance, setting up gateway and admin tasks.

• Extracted and modeled Sales, Inventory, Customer, Finance Data from Dynamics365 into Azure DB used as Data Warehouse as a source of reporting to Power BI.

• Worked with client to get requirements, translate it to user stories and actionable tasks.

• Delivered over 30 complex Power BI reports / Dashboards.

**Role: Solution Architect**

**Client: Consumers Energy Michigan Apr 2021 – Mar 2022**

• Worked as a Solution Architect and led a team of architects and developers

• Designed and enhanced solution for integrations and reporting needs using Azure Integration stack and Power BI

• Worked on a project to convert Tableau built reports to Power BI (over 1100 reports).

• Design and code reviews.

• Worked with client to get requirements, translate it to user stories and actionable items in azure dev ops, worked closely with developers to assist them in any technology challenge, and ensuring sprint delivery on time.

**Artech**

**Client: Johnson Controls / Contractor Jul 2020 – Apr 2021**

**Technology Architect**

* Built a reporting solution in Power BI for all organizational roles to see their aggregated measures and KPIs.
* Data Modeling in Power BI (Import Method). Dimensional Modeling in Star Schema for Data Warehousing.
* Azure Databricks for processing raw data into summarized views
* Data Flows to capture data from different sources (Azure Data Lake, Tabular cubes, Share point lists, Azure SQL, Excel files)
* Design and implement effective Visualizations in Power BI through native and custom Visuals.
* Role based security for different roles in whole organization. (Over 10000 users)
* Used Power Platform (Data Flows and Power Automate)
* Executive Power BI Dashboards for C-Level users.

**DISYS**

**Client: Christian Dior Oct 2019 – Jun 2020**

**Power BI SME**

* Data Modeling for Azure Analysis Services Tabular Model.
* Integrate Sales, Marketing, Inventory, Customer, Finance Data into Tabular Models to get one system for unified reporting.
* Implementing Power BI on D365 ERP as Source.
* Design and implement effective Visualizations in Power BI through native and custom Visuals.
* Design and create Power BI reports and dashboards to provide valuable, relevant business insights and analytics to various departments across the enterprise.
* Use Azure services, functions, power shell scripts for automation.
* SSRS reports delivery to email for store managers and sales reps.

Stack: Microsoft BI Stack (SSIS, SSAS, SSRS), Power BI, Microsoft SQL Server, Microsoft Azure, Azure Analysis Services, Power Shell scripts, DAX

**Visionet Systems Inc**

**Rebecca Taylor Oct 2017 – Sep 2019**

**Principal Software Engineer**

* Implementing Power BI (Premium Subscription) across the organization.
* Data Modeling for Azure Analysis Services Tabular Model.
* Analyze the business processes of RT (Sales, Inventory, Pricing, financial reports) and translate into requirements documents for BI solution.
* ETL: Implement the integration of various source systems into one Data warehouse. Thorough Dimensional Modeling.
* Design and create Power BI reports and dashboards to provide valuable, relevant business insights and analytics to various departments across the enterprise.
* Used Spark, Python, OLAP services, data marts & cube design for advanced analytics and Trend analysis reporting.

Stack: Power BI, Microsoft SQL Server, Analysis Services Cubes, DAX, Microsoft Azure, Dell Boomi, Snowflake, SSIS, SSRS, C#.Net

**Regeneron Pharmaceuticals Jan 2017 – Oct 2017**

**Reporting Engineer**

* Build Data Lake organization wide using Amazon Web Services and ETL with Apache Nifi
* Implement the Big Data structure using Horton works/Cloudera platform.
* Implemented Power BI reports and Dashboards to show data mining/discovery results
* Created Executive dashboards in Power BI to show Sales growth and Inventory forecasting.
* Commercial Data Warehousing/ Data Marts Implementation and dimensional modeling.
* Designed and Implemented SSRS reports for detailed sales transaction reports
* OLAP modeling and implementation using Microsoft SSAS for adhoc - reporting using Power BI.
* Multi Data source mashing in Power BI for cohesive reporting.
* Complex DAX calculations in Power BI reporting
* Created Power BI workspaces for collaboration among users.

Stack: Power BI, Microsoft SSAS, AWS, Redshift, Horton Works/Cloudera, Apache Nifi

**Pinnacle Foods Nov 2013 – Dec 2016**

**Senior Business Intelligence Engineer**

* Setup Reporting platform on Power BI. Implemented executive Dashboards.
* Implemented Collaborative Power BI workspaces for Users to share their reports across organization.
* Built and Maintained ETL processes gathering data from Wholesale, retail, E-com, and ERP systems.
* Implemented the integration of various Banners’ source systems into one Data warehouse.
* Developed OLAP services, Power BI Dashboards, Parameterized Reports, linked reports, Sub reports by Region, Year, Quarter, Month and Week

Stack: Microsoft BI Stack (SSIS, SSAS, SSRS), Power BI DB: Microsoft SQL Server, C#.NET

**Kate Spade & Co Jul 2011 – Nov 2013**

**Business Intelligence Lead**

* MicroStrategy 9.0.1, MicroStrategy 10 DB: Oracle 10g

**Systems Limited Oct 2006 – Jul 2011**

**Senior Software Engineer**

* Successfully completed application development and BI projects for Levi Strauss, Kellwood, and Bank of America. Stack: Microsoft .Net (C#.Net, ASP.Net), SQL Server

**Schazoo Feb 2003 – Sep 2006**

**Software Engineer**

* Microsoft .Net (VB.Net, ASP.Net) Crystal Reports DB: SQL Server

EDUCATION

**Lahore University of Management Sciences (LUMS)**

MS. Computer Science

**University of Engineering and Technology (UET)**

BS. Engineering