

Job Title: Power BI Developer <> Salesforce API & Report Creation

Location: Remote

Job Type: Contract

About the Role: We are looking for a skilled **Power BI Developer** to transform data into insightful and visual reports and dashboards. The ideal candidate will be responsible for creating specific visuals and reports within PowerBI.

Key Responsibilities:

- Design, develop, and deploy Power BI reports and dashboards based on business requirements.
- Connect to various data sources, clean and transform data using Power Query, and build data models in Power BI.
- Create visually appealing and interactive reports that provide actionable insights.
- Optimize Power BI reports for performance and usability.

Required Skills and Qualifications:

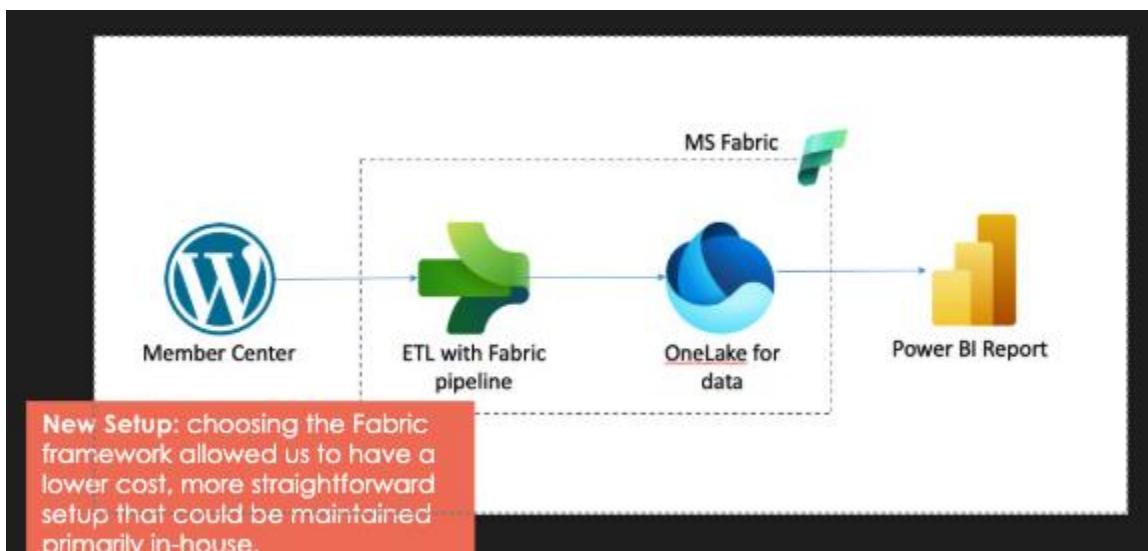
- Proven experience in Power BI development, including report creation, data modeling, and dashboard design.
- Experience working with various data sources, such as SQL databases, Excel, cloud-based data warehouses, and APIs (specifically Salesforce and WordPress)
- Understanding of data warehousing concepts and relational databases.
- Familiar with working in Fabric and manipulating data in Lakehouses and PowerBI

Project Scope

- The contractor will enhance our existing Power BI reports to provide deeper insights into user behavior metrics for our web application.

- Data is sourced from user behavior tables, scraped and transformed via data pipelines in our Fabric instance, and visualized in Power BI. The goal is to expand the reports to
- Key focus areas:
 - Incorporate new data sets, such as individual user searches and login metrics, into existing reports.
 - Enhance interactivity with advanced filtering, drill-downs, and other features to support data-driven decision-making.
 - Optimize reports for performance and usability, ensuring clear, actionable insights.
- The candidate will collaborate with our team to understand data structures, business needs, and user requirements, delivering reports that align with our goals.

Current Workflow of Data



Project Deliverables

- Establish new connections from data sources to PowerBI so that we can display the following reports:
 - Display Logins per User
 - Display Search requests performed per User
- Manipulate data already existing in PowerBI into various reporting
 - Create a report displaying Memberships in “unhealthy” up for renewal by quarter
 - Total number of “Replies” per “Topic” posted

Screenshots of our current set up in PowerBI for reference

Member_Center_Engagement_Dashboard | Data updated 2/13/25

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Activity Dashboard Selected Activity Dashboard

Member Center Engagement : Activity Dashboard

Group Name	Membership Director Name	Membership Status	Membership Name	Member Name	Member Email	Member Type	Activity Date	Last 90 Days
All	Multiple selections	Standard	All	All	All	All	11/15/2024 - 2/12/2025	

Activities by Membership

Membership Name	Member Name	Activity Date	Calls	Topics	Replies	Downloads	Connections	Events Attended
Total			4797	312	830	4059	1156	0
DEI: AbbVie			6	1	0	0	0	0
DEI: ADM			15	0	3	38	1	0
DEI: Advantage Solutions			5	0	1	1	1	0
DEI: Alcon			8	0	2	1	1	0
DEI: Amtrak			6	1	0	16	0	0
DEI: Applied Materials			13	2	1	2	1	0
DEI: Assurant			1	1	0	9	0	0
DEI: Atlantic Health System			3	0	1	0	1	0
DEI: Avantor			3	0	4	4	3	0
DEI: Avery Dennison			10	0	2	7	0	0

Unhealthy Memberships with No Activity

Membership Name	Member Name	Member Email	Membership Join Date
DEI: Cracker Barrel Old Country Store	Bradley Stuckey	bradley.stuckey@crackerbarrel.com	Thursday, March 18, 2021
DEI: Cracker Barrel Old Country Store	Juvonda Dowell-Dulin	juvonda.dowell-dulin@crackerbarrel.com	Thursday, March 18, 2021
DEI: Diageo	Jeanine Dooley	jeanine.dooley@diageo.com	Wednesday, August 03, 2022
DEI: Diageo	Kristel Travis	?kristel.travis@diageo.com	Wednesday, August 03, 2022
DEI: Diageo	Laura Walker	laura.walker@diageo.com	Wednesday, August 03, 2022
DEI: Diageo	Shaqunda Reese	shaquunda.reese@diageo.com	Wednesday, August 03, 2022
DEI: Epcor Utilities	Austin Watt	jwatt@epcor.com	Tuesday, April 02, 2022
DEI: Epcor Utilities	Glenna Rauch	?grauch@epcor.com	Tuesday, April 02, 2022
DEI: Fidelity Investments	Brian Truelove	brian.truelove@fmr.com	Monday, February 01, 2021
DEI: Fidelity Investments	Dr. La Tonya Woodson	latonya.woodson@fmr.com	Monday, February 01, 2021
DEI: Fidelity Investments	Jamal Stockton	jamal.stockton@fmr.com	Monday, February 01, 2021

Last Activity Date by Member

Membership Name	Member Name	Activity Date	Activity Type	Activity Description	Member Email
DEI: AbbVie	Tracy Jupiter	Wednesday, February...	Call	Knowledge share: Women’s health and well...	tracy.jupiter@abbvie.com
DEI: Atlantic Health System	Nina Guerico	Wednesday, February...	Call	Knowledge share: Women’s health and well...	nina.guerico@atlantichealth.org
DEI: Caleres	India Taylor	Wednesday, February...	Call	Knowledge share: Women’s health and well...	itaylor@caleres.com

Member_Center_Engagement_Dashboard | Data updated 2/13/25

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Activity Dashboard Selected Activity Dashboard

Member Center Engagement : Health Dashboard

Group Name	Membership Director Name	Membership Status	Membership Name	Member Name	Member Email	Member Type
All	Multiple selections	Standard	All	All	All	All

Membership Overview

5678 Members

870 Memberships

Membership Health by MD

Membership Name	Health Score Tier	Health Score	Membership Health Breakdown
Andi Del Collins	1	60%	Healthy: 60%, Ok: 31%, Unhealthy: 16%, Broken: 8%, New Membership: 5%
Andrew Dobbs	2	49%	Healthy: 49%, Ok: 41%, Unhealthy: 16%, Broken: 8%, New Membership: 5%
Angela Richard...	3	38%	Healthy: 38%, Ok: 44%, Unhealthy: 16%, Broken: 8%, New Membership: 5%
Candra Tally	4	44%	Healthy: 44%, Ok: 51%, Unhealthy: 13%, Broken: 8%, New Membership: 5%
Cheryl Golds...	5	34%	Healthy: 34%, Ok: 31%, Unhealthy: 13%, Broken: 8%, New Membership: 5%
Courtney Naum...	1	50%	Healthy: 50%, Ok: 36%, Unhealthy: 10%, Broken: 8%, New Membership: 5%
Jeff Casab...	2	75%	Healthy: 75%, Ok: 15%, Unhealthy: 10%, Broken: 8%, New Membership: 5%
Jessie Garrett...	3	100%	Healthy: 100%, Ok: 10%, Unhealthy: 10%, Broken: 8%, New Membership: 5%
Jordi Smith...	4	59%	Healthy: 59%, Ok: 29%, Unhealthy: 13%, Broken: 8%, New Membership: 5%
Kelsey Ward...	5	64%	Healthy: 64%, Ok: 25%, Unhealthy: 10%, Broken: 8%, New Membership: 5%
Kristen Linsm...	1	44%	Healthy: 44%, Ok: 46%, Unhealthy: 10%, Broken: 8%, New Membership: 5%
Kurt Vand...	2	49%	Healthy: 49%, Ok: 42%, Unhealthy: 10%, Broken: 8%, New Membership: 5%
Maryia Arif...	3	61%	Healthy: 61%, Ok: 33%, Unhealthy: 10%, Broken: 8%, New Membership: 5%
Rachel Wallis...	4	61%	Healthy: 61%, Ok: 36%, Unhealthy: 10%, Broken: 8%, New Membership: 5%
Sarah Weiss...	5	61%	Healthy: 61%, Ok: 27%, Unhealthy: 10%, Broken: 8%, New Membership: 5%
Sheryl Martin...	1	44%	Healthy: 44%, Ok: 50%, Unhealthy: 10%, Broken: 8%, New Membership: 5%
Will White...	2	54%	Healthy: 54%, Ok: 33%, Unhealthy: 10%, Broken: 8%, New Membership: 5%