

<p>Assignment 1:</p> <p>Customer : Axet - USA.</p> <p>Period : Jul 2025 -</p> <p>Industry : AI and GPT.</p> <p>Project Type : Development.</p> <p>Environment : Power BI (Fabric) Lake house, Warehouse, SSAS, ADF, ADX, Data lake, Notebook, Dataflow, Data pipeline, Power BI, DAX, and M Query.</p> <p>Role : BI Architect & Product Manager.</p> <p>Responsibilities:-</p> <ul style="list-style-type: none"> Developed Power BI data Models and visualizations using DAX, Power Query, Power Pivot, SQL data models and Data Flows. Axet Statistics is an end-to-end analytics and business intelligence project designed to provide comprehensive statistical insights and performance tracking across key business dimensions. Power BI for data modeling and visualization DAX for advanced calculations and measures. Fabric Notebook, Azure Data Factory, Power Query for ETL. Azure data explorer and Azure Analysis service as source System. Designed end-to-end BI architecture and data model Enabled data-driven tracking of user onboarding users. Provided real-time visibility into active users, helping leadership monitor platform adoption and engagement trends. Supported capacity planning and infrastructure optimization by forecasting active user growth patterns. 	<p>Assignment 2:</p> <p>Customer : Mars - USA.</p> <p>Period : Dec 2024 - Jun 2025.</p> <p>Industry : Manufacturing.</p> <p>Project Type : Development.</p> <p>Environment : Power BI (Fabric) Lake house, Warehouse, Azure SQL, ADF, Data lake, Notebook, Dataflow, Data pipeline.</p> <p>Role : Power BI SME.</p> <p>Responsibilities: -</p> <ul style="list-style-type: none"> GPD Mars (Global Performance Dashboard) of Media Campaign Health, Investment Health, and Content Health. Developed using Power BI, Azure Synapse, and Azure Blob Storage. Served as a Project SME with responsibilities spanning solution design, troubleshooting, five Power BI developers, and individual contribution. Business Impact: Delivered real-time insights enabling cross-market and regional optimization, comprehensive campaign performance analysis, effective budget management, and data-driven decision-making. Designed end-to-end BI architecture and data model Built optimized star schema for analytics Developed reusable DAX measures and KPIs Created interactive Power BI dashboards with best practices Collaborated with stakeholders to define metrics and insights. Reduced manual reporting efforts through automated dashboards, increasing reporting accuracy and stakeholder confidence.
<p>Assignment 3:</p> <p>Customer : QuikTrip - USA.</p> <p>Period : Jul 2022 - Nov 2024.</p> <p>Industry : Retail.</p> <p>Project Type : Development.</p> <p>Environment : Power BI (Fabric) Lake house, Azure SQL, ADF, Data lake, Dataflow, Data pipeline.</p> <p>Role : BI Architect & Product Manager.</p> <p>Responsibilities:-</p> <ul style="list-style-type: none"> Developed Power BI data Models and visualizations using DAX, Power Query, Power Pivot, SQL data models and Data Flows. Build data migration pipelines using ADF, Data flow, Note book PySpark, Lake House, & Data warehouse in One Lake. Symantec layer model including AAS/SSAS dimensional, tabular model. System Architecture: Design the end-to-end data architecture, ensuring data flows smoothly from source systems to end-user. Data Governance: Implement strategies to ensure security, RLS, OLS, compliance, data quality, Power BI storage, capacity planning, scalability, and auditing. Deliver standard reports on Power BI with the provided design guidelines and ad-hoc reports & analyses. Resource Allocation: Manage resources and assign tasks effectively to keep projects on schedule. Stakeholder Management: Engage with stakeholders to gather requirements help maintain clear communication, manage expectations, and deliver high-impact projects. Risk Management: Evaluate risks and benefits of strategic business decisions based on data, ensuring the right course of action. AI Advanced Analytics: Natural language Q & A, Smart Narrative, Key Influencers, Decomposition Tree, Root cause analysis, Text Analysis, handling anomalies, and Clustering scatter plot. 	<p>Assignment 4:</p> <p>Customer : Daimler - Japan.</p> <p>Period : Jul 2021 - Jul 2022.</p> <p>Industry : Automobile.</p> <p>Project Type : Development & Migration.</p> <p>Environment : Power BI, Tableau, AAS/SSAS, Hive, ADF, ADLS, & Azure SQL.</p> <p>Role : Power BI Architect & Developer</p> <p>Responsibilities:-</p> <ul style="list-style-type: none"> Experience in design, developing, testing, and implementation of integrated application software and administration of integrated application software using Power BI. Deliver standard reports on Power BI with the provided design guidelines and ad-hoc reports & analyses. Power BI Service Administration Office 365, Workspace, Security, Role, and Gateway configuration setup. Develop Power BI data Models and visualizations using DAX, Power Query, Power Pivot, SQL data models and Data Flows. Symantec layer model including AAS/SSAS dimensional, tabular model. Tableau server and tableau desktop dashboards chat, with Quick Filter, Filter Actions, LOD and MDX. BRD, RFP, RFI, RFQ, Mockup, technical docs, user guide & test plans. Provide technical leadership and mentoring to development teams, defining standards and practices. Analysis, Azure DWH, Azure Blob, Run book, Virtual Machines. Stakeholder Management: Engage with stakeholders to gather requirements help maintain clear communication, manage expectations, and deliver high-impact projects. AI Advanced Analytics: Natural language Q & A, Smart Narrative, Key Influencers, Decomposition Tree, Root cause analysis, Text Analysis, handling anomalies, and Clustering scatter plot.

Assignment 5:

Customer : Ab-InBev - Australia.
 Period : Jan 2020 - Jul 2021.
 Industry : Manufacturing
 Project Type : Development & Support.
 Environment : Power BI, Qlik, SSIS, SSAS, SSRS, and Azure SQL, Azure synapse, Azure Blob, & Data lake.
 Role : Power BI Architect & Developer

Responsibilities:-

- Develop reports, analytics, and visualizations development, using DAX, Power Query and SQL.
- Developed Power BI reports using different objects: Slicers, Lines, Scatter, Bullets, Heat /Tree maps etc.
- Worked on DAX functions to create Calculated Columns and Measures in Power BI Desktop and service.
- Worked on Power Query and filtration, cleaning, restructuring input files into power BI report and securities for reports/dashboards.
- Development of data AAS/SSAS models publishing to Power BI service, managing workspaces and security.
- SSAS cube model with enterprise gateway on premise SQL Server.
- Design documentation HLD, LLD, Best Practice, QA Review Guideline Technical and Test cases.
- Validate report, framework model and cube UAT and move to live.
- Proven ability to analyse problems, root causes, and develop innovative solutions & streamlining operations.
- Azure related logging, Monitoring, Alerting systems (Database Query)

Assignment 7:

Customer : NCB - Saudi Arabia.
 Period : Jan 2018 - Jan 2019.
 Industry : Banking & Auditing.
 Project Type : Development & Support.
 Environment : Cognos, SQL Server.
 Role : BI Architect & Developer.

Responsibilities:-

- Ensure that design, development, and implementation confirm to architecture, functional and non-functional design specifications.
- Taking care of Cognos FM Model, report, visualization, & dashboard
- Development of Transformer cube & Dynamic cube optimization.
- Provide technical leadership and mentoring to development teams, defining standards and practices.
- Optimization, assessment, trouble shooting across all layers (Source system, middle layer and BI).

Assignment 6:

Customer : Carlton & United Breweries - Australia.
 Period : Jan 2019 - Jan 2020.
 Industry : Manufacturing.
 Project Type : Development.
 Environment : Power BI, Qlik, SSIS, SSAS, SSRS, and Azure SQL, Azure synapse, Azure Blob, & Data lake.
 Role : Power BI Architect & Developer

Responsibilities:-

- Develop reports, analytics, and visualizations development, using DAX, Power Query and SQL.
- Developed Power BI reports using different objects: Slicers, Lines, Scatter, Bullets, Heat /Tree maps etc.
- Worked on DAX functions to create Calculated Columns and Measures in Power BI Desktop and service.
- Worked on Power Query and filtration, cleaning, restructuring input files into power BI report and securities for reports/dashboards.
- Development of data AAS/SSAS models publishing to Power BI service, managing workspaces and security.
- SSAS cube model with enterprise gateway on premise SQL Server.
- Design documentation HLD, LLD, Best Practice, QA Review Guideline Technical and Test cases.
- Validate report, framework model and cube UAT and move to live.
- Proven ability to analyse problems, root causes, and develop innovative solutions & streamlining operations.
- Azure related logging, Monitoring, Alerting systems (Database Query)

Assignment 8:

Customer : BUPA - Saudi Arabia.
 Period : Jun 2017 - Jan 2018.
 Industry : Banking & Auditing.
 Project Type : Development & Support.
 Environment : Cognos, Tableau & SQL Server.
 Role : BI Architect & Developer.

Responsibilities:-

- Development of Transformer cube & Dynamic cube optimization.
- Implementing Tableau data visualization, analysis, data discovery in Tableau Desktop & Tableau Server.
- Ensure that design, development, and implementation confirm to architecture, functional and non-functional design specifications.
- Optimization, assessment, trouble shooting across all layers (Source system, middle layer and BI).
- Administration: Migration, security access control & monitoring.

Assignment 9:

Customer : FinnAir - Finland.
 Period : Jan 2016 - Jun 2017
 Industry : Airline.
 Project Type : Development & Support.
 Environment : Cognos 11, Tableau & SQL Server.
 Role : Tech Lead & Developer.

Responsibilities:-

- Worked on Cognos FM Model, report, visualization, & dashboard
- Development of Transformer cube & Dynamic cube optimization.
- Implementing Tableau data visualization, analysis, data discovery in Tableau Desktop & Tableau Server.
- Provide technical leadership, mentoring, defining standards & practices.
- Optimization, assessment, trouble shooting across environment.
- Administration: Migration, security access control & monitoring.

Assignment 10:

Customer : MPG - Manpower Group - USA.
 Period : Feb 2014 - Dec 2015.
 Industry : HR Consulting.
 Project Type : Development & Support
 Environment : Cognos 10, Oracle, & SQL Server.
 Role : Tech Lead and Administrator.

Responsibilities:-

- Working in FM, Transformer, reports, and troubleshooting.
- Cube development, issue trouble shooting and cube updating.
- Worked as middle tier between users and team for new SR.
- Administration: Migration, security access control, server monitoring.
- Ensure that design, development, and implementation & performance.
- Relation of metrics, attributes, filters, reports, and dashboards.
- Build and maintain SQL scripts, indexes, and complex queries.

Assignment 11:

Customer : GE - USA.
 Period : Jan 2012 - Dec 2013.
 Industry : Aviation, Energy.
 Project Type : Development and Maintenance.
 Environment : Cognos, Tableau & Oracle.
 Role : Developer.

Responsibilities:-

- Working in FM, Transformer Cubes, reports, and troubleshooting.
- Analytical thinking, Modeling, Development, Enhancement, Support
- Developed report using report studio, query, & analysis.
- Administration: Migration, security access control & monitoring.
- Teams mentoring with conducted technical training.

Assignment 12:

Customer : GSK.
 Period : Jan 2010 - Dec 2011.
 Industry : Health Care.
 Project Type : Development.
 Environment : Cognos, OBIEE & Oracle.
 Role : Developer.

Responsibilities:-

- Developed report using report studio, query, & analysis.
- Development RPD model Answers, and Dashboards.
- Validate requirements Cognos reports, model, cube, troubleshooting.
- Migration report Cognos 8 to Cognos 10 using IBM LCM.
- Cognos cube FM model design with respect to user requirements.