Assignment 1:

Customer	:	Axet - Spain.
Period	:	Jul 2025 -
Industry	:	AI and GPT.
Project Type	:	Development.
Environment	:	Power BI (Fabric) Lake house, Warehouse, SSAS, ADF, ADX, Data lake, Notebook, Dataflow, Data pipeline, Power BI, DAX, and M Query.
Role	:	BI Product Adviser.

Responsibilities:-

- 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.

Assignment 2:

Customer	:	Mars - USA.
Period	:	Dec 2024 - Jun 2025.
Industry	:	Manufacturing.
Project Type	:	Development.
Environment	:	Power BI (Fabric) Lake house, Warehouse, Azure SQL, ADF, Data lake, Notebook, Dataflow, Data pipeline.
Role	:	Power BI SME.

Responsibilities: -

- 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.**

Assignment 3:

Customer	:	QuikTrip - USA.
Period	:	Jul 2022 - Nov 2024.
Industry	:	Retail.
Project Type	:	Development.
Environment	:	Power BI (Fabric) Lake house, Azure SQL, ADF, Data lake, Dataflow, Data pipeline.
Role	:	BI Architect & Product Manager.

Responsibilities:-

- 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.

Assignment 4:

Customer	:	Daimler - Japan.
Period	:	Jul 2021 - Jul 2022.
Industry	:	Automobile.
Project Type	:	Development & Migration.
Environment	:	Power BI, Tableau, AAS/SSAS, Hive, ADF, ADLS, & Azure SQL.
Role	:	Power BI Architect & Developer

Responsibilities:-

- 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 inPower BI Desktop and service.
- Worked on Power Query and filtration, cleaning, restructuring input filesinto 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 GuidelineTechnical and Test cases.
- Validate report, framework model and cube UAT and move to live.
- Proven ability to analyse problems, root causes, and develops innovative solutions & streamlining operations.
- Azure related logging, Monitoring, Alerting systems (Database Query)

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 inPower BI Desktop and service.
- Worked on Power Query and filtration, cleaning, restructuring input filesinto power BI report and securities for reports/dashboards.
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- SSAS cube model with enterprise gateway on premise SQL Server.
- Design documentation HLD, LLD, Best Practice, QA Review GuidelineTechnical and Test cases.
- Validate report, framework model and cube UAT and move to live.
- Proven ability to analyse problems, root causes, and develops 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 shouting across all layers (Sourcesystem, middle layer and BI).

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 shouting across all layers (Sourcesystem, 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 shouting 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.