Vik Makrani
Data Analytics | Business Intelligence | Software Implementation
https://www.linkedin.com/in/vikmakrani
Located in Toronto, Canada

SUMMARY

Results-driven BI and software expert with over 12 years of experience leading end-to-end Business Intelligence implementations across North America. Adept at delivering impactful data-driven solutions by eliciting business requirements, designing data warehouses, and building data models and robust reporting semantic layers. Skilled in implementing solutions in industry-leading BI tools like MicroStrategy (Certified), MS Power BI (Certified), Looker, and Tableau. Known for creating dynamic dashboards and reports that drive strategic decision-making. Experienced in partnering with clients from diverse sectors, including insurance, telecom, finance, healthcare, and retail, to deliver tailored solutions that meet unique business needs.

KEY COMPETENCIES AND SKILLS

Data Analysis & Visualization: MicroStrategy (full product suite expert / architect), Microsoft Power BI, Looker / LookML, Tableau
Databases: MySQL, PostgreSQL, MS SQL Server, Oracle, Teradata, Snowflake, Presto, Hadoop, MongoDB
Programming Languages: SQL, NoSQL, DAX, Python (MSTRIO, NumPy, Pandas, Matplotlib), JavaScript, HTML, CSS, C Sharp
Tools & Platforms: Windows Server, Linux, Jupyter Notebook, Eclipse, Anaconda, Visual Studio, SharePoint, Salesforce, MS Office Suite, Jira, Github
Other: Artificial Intelligence (LLM, Prompt Engineering), Software Development Lifecycle, Data Modeling & Warehousing, Project Management Principles, Leadership & Mentoring, Business/Systems Analysis

EXPERIENCE

SENIOR CONSULTANT, PROFESSIONAL SERVICES
MICROSTRATEGY, TORONTO ONTARIO
SEPTEMBER 2011 – JANUARY 2024
MicroStrategy is a pioneer in the BI and analytics industry, providing business intelligence, mobile software and cloud based services. As part of the Professional Services division of MicroStrategy, I led the implementation of end to end Business Intelligence solutions for our clients. With over 12 years of experience, I have in-depth experience with the full MicroStrategy product suite (Hyper-Intelligence, Workstation, Desktop, Architect, Intelligence Server, Report Services, Platform Analytics, Transaction Services, Mobile, Web and Library). I have worked with various large enterprise clients across Canada, the United States and Australia. A few of my clients included Shoppers Drug Mart, Bank of Montreal, Bell Canada, Rogers Communications, United Health (formerly Optum), Cox Automotive, and NSW Department of Finance.

KEY DELIVERABLES
- Developed and implemented advanced MicroStrategy solutions (both on premise and cloud based) to streamline data analysis and reporting, resulting in improved decision-making capabilities for clients.

- Conduct needs assessments with clients to understand their business requirements and challenges
- Develop project plans that outline the implementation process, timelines, and milestones
- Document business, systems and functional requirements for sign off
- Assist with data warehouse design (snowflake or star schema), build MicroStrategy schema (attributes, facts, tables, transformations) and application objects (metrics, filters, prompts, custom groups, consolidations and drill maps), and build reports and dashboards
- Conduct performance tuning and optimization of MicroStrategy applications, reducing report generation time and ensuring smooth functioning business intelligence solutions
- Lead upgrades of existing MicroStrategy environments (9.x, 10.x, 11.x) to the latest release of the MicroStrategy software (Intelligence Server, Metadata, Web, Library, Platform Analytics)
- Provide training and support to client users to ensure successful adoption of the software
- Documenting the implementation process and creating user manuals or help guides
- Collaborating with sales teams to support pre-sales activities such as product demonstrations or proof of concept

VICE PRESIDENT OF OPERATIONS
PARMACK ELECTRIC SUPPLY LTD., TORONTO ONTARIO
JANUARY 2003 – MARCH 2011
As part of our established electrical hardware family business, I managed the day to day operations which included managing of staff, marketing, purchasing, sales and building strong working relationships with clients and vendors. A key achievement was using my Computer Science background to modernize the business. This included creating web presence, implementing business management software (Sage Business Vision), installing and maintaining multiple computerized kiosks and expanding into a 5000 square foot facility.

WEB DEVELOPER
CAPTURE.NET TECHNOLOGIES, RICHMOND HILL ONTARIO
JUNE 2000 – DECEMBER 2002
As part of a technology start-up company, I worked on a team to develop various web applications using Visual Studio.Net, SQL Server and C Sharp.

PROGRAMMER ANALYST
DATA BUSINESS FORMS, BRAMPTON ONTARIO
JUNE 1999 – JUNE 2000
As part of a large global printing company, I provided support to senior developer in creating various web applications using C++, HTML, JavaScript, CGI and interacting with MS SQL Server 6.5 using ODBC.

CERTIFICATIONS

Microsoft Power BI Data Analyst Associate (PL-300)
Microsoft
2024

MicroStrategy (Architect / Platinum Certification)
MicroStrategy
2023

AWS Certified Cloud Practitioner
Amazon Web Services (AWS)
2021

SAP BI Certification (SAP Certified Application Associate: Business Intelligence with SAP Netweaver 7.0)
SAP
2010

EDUCATION

Bachelor of Science, Computer Science
YORK UNIVERSITY, TORONTO, ONTARIO
Class of 1999

PROFESSIONAL DEVELOPMENT

Looker and Looker ML
Udemy
2024

Hadoop Data Analyst
MLC College of Business Technology & Healthcare
2015

SAP BusinessObjects Web Intelligence XI 3.0 Training
IIBS College (Innovations in Business Solutions)
2011

SAP Business Intelligence (BI) Training
IIBS College (Innovations in Business Solutions)
2011

Project Management
Planning and Controlling the Baselines (PMP 201)
Tools & Techniques (PMP 200)
Seneca College
2010

Business Management (SCS 0977)
University of Toronto
2003