Barakat Haroon

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PROFESSIONAL SUMMARY

Results-driven Senior Power BI Developer with over Five years of experience in business intelligence, data modeling, ETL development, and data visualization. Expertise in Power BI, Azure Synapse, SQL, Snowflake, and ETL pipelines. Adept at building and maintaining scalable data models, optimizing Power BI reports for performance, and implementing data governance best practices. Strong communicator with a history of collaborating with cross-functional teams to deliver data-driven insights that support strategic decision-making.

SKILLS

Databases	MS SQL Server, Oracle, BigQuery, Snowflake, AWS Athena, Azure SQL Database, DynamoDB
Querying Tools	SQL, PL/SQL, T-SQL, Python, DAX
ETL Data Processing	Azure Data Factory, SSIS, AWS Glue, Power Automate, Python Pandas
Business Intelligence Tools	Power BI, Tableau, Power Query, SSRS, DAX, Excel, Spotfire
Cloud Solutions	AWS, AZURE
Project Management & Agile	Jira, Stakeholder Engagement, Sprint Planning, Documentation
Other Tools	SharePoint, Power Apps, Artificial Intelligence (AI), Erwin Data Modeler, Salesforce

WORK EXPERIENCE

Sr Data Analyst   Sep 2023 – Present
GEHealthcare, Chicago IL

- Collaborated with stakeholders to define requirements, define Key Performance Indicators (KPI), data needs & devise data solutions such as dashboards, ETL pipeline or one time report.
- **Designed, developed, and optimized Power BI dashboards and reports** to support enterprise-wide analytics and decision-making.
- Built and maintained **scalable data models** (Star & Snowflake Schema) to enhance **Power BI performance and usability**.
- Developed **end-to-end BI solutions** from requirements gathering to deployment within **Azure and Power BI environments**.
- Created **data pipelines in Azure Data Factory (ADF)** to automate **ETL workflows** and streamline data integration.
- Optimized **DAX calculations** (SUMMARIZE, CALCULATE, RANKX, USERELATIONSHIP) for **performance and business intelligence insights**.
- Managed **workspaces, permissions, and security configurations** including **role-based access and row-level security**, to safeguard healthcare data.
- Developed and automated **data transformation logic** using **Power Query (M language), Query Folding and SQL**.
- Conducted **data validation and troubleshooting** to ensure **data accuracy and compliance**.
- Provided **training and support** to business users on **Power BI best practices** and **self-service analytics**.
- **Troubleshoot & resolved support tickets** related to PowerBi functionality, performance & data integrity.

- **Designed and implemented data models** (Star and Snowflake Schema) to **enhance Power BI performance and enable advanced analytics**.
- **Optimized data collection and analysis processes** to provide **scheduled and ad-hoc regulatory reporting**.
- **Led data validation initiatives**, troubleshooting inconsistencies and ensuring high data integrity.
- **Tracked and reported on project performance**, ensuring alignment with regulatory deadlines and compliance standards.
- Led **sprint-based development cycles** in an Agile framework, **providing frequent updates on progress, roadblocks, and solutions**.
- **Implemented Power BI best practices**, including **dataflows, composite models, and performance tuning**.
- Developed **Power BI deployment pipelines** for **standardized report publishing and governance**.
- Utilized **Power Automate** for **automated data processing and scheduled report refreshes**.
- Staying up to date with emerging trends, PowerBI features & functionalities to enhance existing solutions.
- Used **PowerBI API connectors** to create PowerBI service monitor to track activities online.
- **Created certified & promoted semantic dataset** to ensure consistency & standardization of data
- Experience using **DAX studio** to write DAX, improve query performance & manipulate data.
- Embraced Artificial Intelligence (AI) by introducing co-pilot in reports.
- Developed new SQL queries and adjusted existing code to fulfill business needs.
- Great understanding of data relationships, SQL joins, many to many relationships, one to many etc.
- Develop complex Stored Procedures, Functions, Triggers, Views, CTE and queries to support business requirements.
- Excellent Data Wrangling skills - Ability to query, join, and manipulate data (e.g., create new variables as needed), and automate processes.
- Experience working with multiple Relational Database, such as SQL Server, Oracle, Redshift, Postgres etc.
- Experience writing DDL and DML operation per the requirement
- Wrote SQL query to validate data such as checking duplicate, null values, truncated values, and correct data aggregation.
- Created a PowerBI ticket management portal using power apps as the form, SharePoint for data storage then used power automate to trigger a notification to teams' channel when a new request is submitted.
- Created power automate flow to trigger solutions such as data extract, teams' notification etc.

SENIOR CONSULTANT   Sep 2021 – Sep 2023

Deloitte Consulting LLP - Washington Dc

Supported business owners by providing a more streamlined way of accessing data that allows leadership to independently query dashboard/report to answer data related questions.

- Presented results and data insights through visualizations, interactive dashboards & maps, and executive reports
- Developed and optimized tableau dashboards to support strategic decision-making for stakeholders.
- Designed KPIs and performance measurement frameworks for enterprise-wide business initiatives.
- Conducted ETL, data modeling, and complex SQL querying to process large datasets efficiently.
- Ensured compliance with data security protocols for federal agencies and grant-funded programs.
- Created dashboards from scratch and modified existing reports using tableau.
- Applied data security to dashboard by using row level security and assigning the right user permissions to the dashboard.
- Explored all tableau server functionality such as version control, scheduling refresh, and users' privilege, TSM maintenance, server upgrade, TSM logs etc.
- Wrote high-quality code, conducted code reviews, and created comprehensive tests and documentation to ensure code reliability, readability, and efficiency.
- Develop complex SQL Stored Procedures, Functions, Triggers, Views, CTE and queries to support business requirements.
- Experience working with big query arrays, struct, records & unnest functions alongside Json data format.
- Strong knowledge of database design, data models etc.
- Ability to manage multiple priorities, adjusting quickly to changing priorities
- Strong programming/scripting experience and knowledge of software development life cycle
- Performed reversed engineering on existing SQL codes to identify the source of bugs in results.
- Performed ETL, data analysis and cleaning using Python Pandas, Spark SQL, NumPy & SQL Alchemy
- Document processes and methodologies for dashboard development and data integration
- Great understanding of Agile methodologies.

TABLEAU DEVELOPER   Sep 2019 – Sep 2021

Copper River Cyber Security, Virginia

Created centralized report for CIO to track and monitor cyber policies and the impact of new cyber security implementation across the agency.

- Collaborated with business stakeholders to understand their requirements and translated them into technical specifications for data analysis and reporting.
- Optimize data processes, including data flow management, while collaborating with internal and external stakeholders to ensure dashboards and reports align with business needs.
- Ensured data integrity, consistency, and accuracy across all reports and analyses, maintaining high standards of data quality.
- Continuously sought opportunities to improve data processes, reporting capabilities, and analytical methodologies, driving efficiency and effectiveness in data management.
- Worked independently and managed multiple projects simultaneously, demonstrating strong organizational and time management skills.
- Performed user training session to promote adoption and consistent use of dashboards.
- Extensive tableau knowledge in using parameters, calculated fields, filters, LOD, sets, groups etc.
- Experienced using LOD, IF/THEN analysis and table calculations in tableau.
- Wrote SQL scripts to filter and join varied data sets for reporting or querying purposes.
- Hands on experience using SQL functions such as PARTITION, OVER, LAG, LEAD, CTE, ROWS BETWEEN, CURRENT ROWS etc.
- Develop SQL queries, views, and stored procedures for ad-hoc reporting needs.
- Performed code review with peers & data engineers to validate data integrity.
- Used Git & Box folders for version control.
- Experienced presenting dashboards/reports by using PowerPoint slide or tableau.

EDUCATION & CERTIFICATIONS

Masters in management information system	Bowie State University, Maryland, USA	12/2020
PL-300 Microsoft Certified: PowerBI Data Analyst Associate		05/2024
PL-900 Microsoft Power Platform Fundamental		03/2025