

Farid Sh.

Senior Power BI Developer / Trainer

TechHive
IT's simple with us

Professional summary

A goal-oriented Power BI developer with 8+ years expertise in transforming complex data into actionable insights through interactive dashboards and reports that enhance decision-making processes. Success in this field is further highlighted by his demonstrated proficiency in leveraging BI tools and advanced data analytics, particularly through his experience with Power BI. Skilled in data modeling, DAX and SQL to optimize data retrieval and analysis. Currently is leading a migration process to Microsoft Fabric that will help to achieve seamless data integration, enhance performance and optimize costs. In addition to PowerBI, Farid's tech portfolio includes experience with Tableau and Looker and various clouds services. Significantly focuses on PowerBI users training and detailed documentation creation, enabling maintainability and knowledge sharing across teams for empowering organizations performance and strategic growth.

Education	ADA University Bachelor's Degree in Business Administration
Certifications	• Azure Data Fundamentals - DP 900 (Microsoft | Issued 2023) • Advanced DAX for Power BI (Maven Analytics | Issued 2023) • Power BI Data Analyst - PL 300 (Microsoft | Issued 2022) • Data Science Professional Certificate (IBM | Issued 2020
Skills	Microsoft Power BI, Microsoft Fabric Tableau, Looker SQL, DAX Azure Synapse, AWS Redshift, GCP, OpenAir MySQL ETL GitHub

Company	**TechHive**
Project	River Island – UK fashion retailer
Period	Apr 2025 – till now
Role	Senior Power BI Consultant / Trainer
Technologies	Power BI, DBT, Snowflake, DataVault 2.0, Oracle, Looker, SAP BO

Responsibilities

- Delivered Power BI training to 200+ business users transitioning from Looker;
- Assessed users' knowledge and tailored training to different skill levels and reporting needs;
- Prepared training materials, user guides and practical examples based on business reports;
- Delivered hands-on workshops covering report navigation, filtering, drill-downs and data exploration;
- Explained differences between Looker and Power BI, helping users adapt their daily reporting workflows;
- Collected user feedback and refined training materials to address recurring questions;
- Developed and enhanced Power BI reports and dashboards to meet business requirements;
- Created DAX measures and calculations and used Power Query to prepare and transform data;
- Built and maintained data models to support consistent reporting and analysis.

Company	**Valtech**
	Software development company
Period	Apr 2023 – Mar 2025
Role	Senior Power BI Consultant / Trainer
Technologies	Microsoft Power BI, Microsoft Fabric, OpenAir, SQL

Responsibilities

- Led the data source migration from OpenAir to Azure Synapse, improving data accessibility and performance;
- Conducted comprehensive ETL reviews and optimizations, streamlining data workflows and enhancing efficiency;
- Designed and built a Power BI application to support management and internal departments, enhancing decision-making processes;
- Developed reusable datasets to standardize reporting and reduce duplication of effort across teams;
- Optimized the Power BI semantic model and enforced coding standards, improving report performance and maintainability;
- Implemented version control practices, ensuring consistency and traceability across BI projects;
- Authored detailed documentation for Power BI reports, enabling maintainability and knowledge sharing across teams.

Company	**Depoint**
	Software development company
Period	Mar 2024 – Dec 2024 (part-time)
Role	Senior BI Engineer
Technologies	Microsoft Power BI, Looker, Amazon Redshift, MariaDB, SQL

Responsibilities

- Designed and developed ETLs on Locoia, enabling efficient data integration and transformation processes;
- Led the migration of data from MariaDB to Redshift, enhancing scalability and query performance;
- Utilized advanced SQL skills to extract, analyze, and manipulate data from various sources, ensuring accurate and actionable insights;
- Transitioned dashboards and measures from Looker to Power BI, ensuring continuity and improved reporting capabilities;
- Collaborated with customers and department heads to gather business requirements and built customized dashboards to address specific needs.

Company	**Greenmotion**
	Advertising Services
Period	Aug 2022 – Mar 2023 (part-time)
Role	Senior Power BI Developer
Technologies	Microsoft Power BI, SQL

Responsibilities

- Designed and developed Power BI dashboards for franchises, ensuring smooth operations and improved decision-making processes;
- Conducted customer feedback analysis to identify trends and actionable insights enhancing franchise performance;
- Configured and managed gateway connections to enable secure and seamless data refresh for Power BI reports;
- Integrated Power BI Embedded into franchise websites, providing real-time analytics and enhanced user experiences.

Company	**PASHA Life**
	Insurance
Period	May 2018 – Apr 2023
Role	Senior Data Analyst
Technologies	Microsoft Power BI, SQL, Python

Responsibilities

- Designed and prepared Power BI dashboards for management, providing actionable insights to support strategic decisions;
- Developed and implemented machine learning models to predict customer churn and identify upsell opportunities, driving business growth;
- Supported the sales teams by fulfilling data requirements and providing analytical insights to enhance sales performance.