

## CONTACT

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## EDUCATION

2013-2017

YESHWANTRAO CHAVAN COLLEGE OF ENGINEERING

Bachelor of Engineering, Electronics and Telecommunication

## TOTAL EXPERIENCE

6+ years

## WORK HISTORY

2018 - Present

INFOCEPTS TECHNOLOGIES

## TECHNICAL SKILLS

- MicroStrategy
- SQL
- Power BI
- Tableau

## CERTIFICATIONS

- MicroStrategy Certified Analyst
- MicroStrategy Certified Specialist Analyst
- Tableau Certified Associate/Specialist Desktop Certification
- Analyzing and Visualizing Data with Power BI
- Microsoft 365 Copilot Office

# FARHEEN SHAH

BI DEVELOPER (MICROSTRATEGY AND POWER BI)

## SUMMARY

Experienced MicroStrategy and Power BI professional with a proven track record of success over 6+ years. Passionate about translating data into actionable insights, I thrive in leveraging BI tools to drive strategic decision making. A collaborative team player with a focus on delivering innovative solutions, I am dedicated to achieving business excellence through analytics.

## PROJECT EXPERIENCE

### Standard Chartered Bank

#### Role - MicroStrategy Developer

- Responsible for designing and developing interactive dashboards using MSTR and enhancing the look using CSS work
- Collaborating with stakeholders and product owners to gather requirements and understand business needs
- Creating and optimizing reports, dashboards for data analysis and visualization
- Created and maintaining documentation for MicroStrategy solutions including report specifications
- Actively engaged in continuous evaluation and enhancement of delivery processes and incorporating improvements to maintain high standards
- Responsible for planning end to end and delivering the MicroStrategy dashboards and dossiers to business

### Carters

#### Role - Power BI Developer

- Collaborated with business analysts to translate business requirements into technical solutions
- Created calculated columns and measures using DAX and developed KPI (Key Performance Indicators) scorecards for performance tracking

### Vertex

#### Role - MicroStrategy Developer

- Developed and optimized interactive dashboards, providing real time insights into key performance indicators such as market share, sales trend, product performance
- Played a pivotal role in driving data driven decision making within the pharmaceutical domain, enabling stakeholders to make informed strategic decisions that positively impacted business outcomes and patient care

### Nielsen

#### Role - MicroStrategy Developer

- Analyzed report specifications and prepared the requirement documents
- Defined and created MicroStrategy objects including attributes, filters, metrics, hierarchies, prompts
- Designed and created MicroStrategy dashboards and dossiers according to design specifications and DCDS
- Consistently provided clients with high quality services, exceeding their expectations
- Analyzed the requirements given by the client in the form of excel files
- Worked on On Demand Data Select Dossiers