Prabhash Kumar

Senior analytics engineer- power bi

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SKILLS

Analytics & BI Architecture

Enterprise semantic modeling (Star & Snowflake schemas), Power BI datasets, composite models, calculation groups, field parameters, DAX optimization, Tabular Editor, DAX Studio

Cloud & Data Platforms

Azure Data Factory, Power BI Service & Fabric, Google BigQuery, Databricks SQL Warehouse, Delta Lake, parameterized SQL APIs

Data Engineering

SQL performance tuning, Power Query (M), Power BI Dataflows, incremental refresh, aggregations, Python for analytics automation

Governance & Security

Row-Level Security (RLS), workspace & dataset governance, Dev → Test → Prod deployment pipelines, data lineage and auditing

LANGUAGES

English - Full Professional Proficiency

Hindi - Full Professional Proficiency

PROFESSIONAL SUMMARY

Senior Analytics Engineer with 7+ years of experience, including 3+ years as a BI Lead driving analytics innovation for a leading global entertainment organization. Proven expertise in designing enterprise-scale Power BI platforms, semantic data models, and cloud-integrated analytics solutions across Azure, Google BigQuery, and Databricks.

Extensive experience partnering with CXO-level stakeholders to translate business strategy into data-driven solutions, enabling high-impact decision-making across revenue, operations, and content performance. Specialized in building governed, high-performance BI ecosystems using advanced DAX optimization, Power BI Dataflows, DirectQuery, row-level security, and CI/CD pipelines to deliver scalable and reliable analytics at enterprise scale.

WORK HISTORY

April 2024 - Current

Data Engineer: Business Intelligence, Tiger Analytics Private Limited, Hyderabad, India

- Led cross-functional BI initiatives end-to-end, managing a team of 15+ members from business requirement discussions and stakeholder alignment to final delivery and adoption, ensuring timely and high-quality project execution.
- Designed and owned **enterprise semantic models** integrating cloud data sources into governed Power BI datasets supporting cross-functional analytics and executive reporting.
- Built **Dataflows, aggregation layers, and reusable DAX frameworks** enabling scalable, consistent KPI definitions across teams.
- Implemented **performance optimization** through star-schema modeling, incremental refresh, and aggregation strategies, improving report responsiveness and refresh reliability.
- Partnered with data engineering and business teams to convert analytical requirements into **production-grade BI architectures.**

Key Projects :

Enterprise Resource & Productivity Analytics Platform

- Architected a centralized platform tracking **system utilization, bandwidth consumption, application usage, and user productivity** across the organization.
- Enabled leadership to identify **performance bottlenecks, peak-load patterns, and optimization opportunities** , driving enterprise-wide efficiency improvements.

OTT Content Performance & Revenue Intelligence Platform

- Built a show-level performance system tracking **watch time, impressions, and revenue** across a large OTT content catalog.
- Delivered **weekly and monthly comparative views** supporting **ad sales, content strategy, and partnership monetization** .

Competitor & Market Intelligence Analytics Platform

- Architected a **competitive intelligence system** tracking **Fair Share, Market Share, Fill Rate, Channel GRP, and advertiser presence** across networks.
- Built **multi-dimensional slicing** by **Target Group, Genre, Sub-genre, Advertiser Group, and Market Segments** .
- Implemented **advertiser gap analysis and peer benchmarking** to identify new revenue opportunities and sales performance gaps.

Distribution and Pricing Intelligence Platform (Write-Back Enabled BI)

- Built a **distribution roadmap and pricing platform** covering **all markets, distributors, and point-of-sale locations** .
- Implemented **secure, parameterized write-back** from Power BI enabling **real-time updates to pack pricing, channel inclusion, and penetration metrics** .
- Delivered a **single source of truth** for **market performance and competitor pricing** , supporting **data-driven pricing strategies** .

Enterprise Performance Analytics Platform (Prism Replacement)

- Led development of a **next-generation Power BI platform** replacing a legacy analytics website for **network, channel, show, and episode-level performance analysis** .
- Architected a **DirectQuery semantic model** using **parameterized backend table functions** , enabling **high-performance, real-time filtering** without bulky data imports.
- Built **hierarchical analytics (Network → Channel → Show → Episode)** across **10+ years of historical data** with **GRP, Market Share, Watch Time, and Impressions** .
- Designed a **highly interactive user experience** with **Market, Genre, and Target Group filtering** and executed a **phased enterprise rollout** .

June 2022 - April 2024
Power BI Lead, Infosys Ltd : Technology Analyst, Pune

- Led architecture and delivery of **enterprise Power BI platforms** across multiple healthcare analytics programs supporting large user bases.
- Designed **centralized semantic models and governed datasets** enabling consistent KPIs across projects.
- Implemented **RLS, workspace governance, and dataset ownership models** for secure, multi-tenant BI access.
- Integrated **Azure data pipelines and cloud data warehouses** into Power BI using optimized SQL and refresh strategies.
- Introduced **calculation groups, composite models, drill-throughs, and bookmarks** to improve platform scalability and performance.

July 2018 - October 2021
System Engineer/Power Bi Developer, Tata Consultancy Services: BFSI, Kolkata

- Built **automated executive dashboards** for credit card operations tracking **processing volumes, defect rates, and operational KPIs** .
- Designed **analytics web applications** integrating **Python, SQL, and Power BI** to track trainee performance, grading, and compliance.
- Developed **data quality and plagiarism detection frameworks** using Python and SQL with reporting layers in Power BI.

EDUCATION

July 2018
BCA
Birla Institute Of Technology, Mesra, Ranchi
GPA: 8.56 CGPA

CERTIFICATIONS

May 2023
PL 300 - Microsoft Power Bi Data Analyst

February 2026
DP 600- Power BI Fabric (Ongoing)

INTERESTS

Book Reading, Travelling, Poetry and Blog