

MONIL SONI

Power BI Developer · Data Analyst

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Currently with Smart Minds · Notice period: 30 days (Negotiable)

PROFILE

Power BI Developer with 5+ years across data analysis, business planning and BI — from commercial trackers, data catalogs and data quality at United Cable Network to owning semantic models and certified datasets at PhysicsWallah and Smart Minds. I work with stakeholders to pin down what a KPI actually means, model the data behind it in star schema, then own the report once it is live — workspace, refresh, access and all. Strongest where reporting is slow, disputed or scattered across spreadsheets.

55% faster dataset refresh · 50% faster report turnaround · 200+ users on one certified dataset · ~20 hrs/week of manual reporting removed

CORE SKILLS

Power BI: Power BI Desktop & Service, DAX, Power Query (M), dashboard design, KPI reporting, data storytelling, Paginated Reports (SSRS)

Visualisation: Tableau, Power BI, Looker Studio, Excel dashboards

Data modelling: Star schema, semantic model design, incremental refresh, Row-Level Security, performance tuning (Tabular Editor, DAX Studio)

SQL: Microsoft SQL Server (T-SQL), Azure SQL, MySQL — joins, CTEs, window functions, stored procedures, query optimisation, ETL, data validation

Excel & automation: Advanced Excel (pivot tables, Power Query, Power Pivot), VBA report migration, Power Automate

Platform: Power BI Service administration, workspaces & apps, on-premises gateway, dataflows, deployment pipelines, Microsoft Fabric (Lakehouse, Direct Lake), Azure Data Factory, Git & Azure DevOps

Working with people: Requirements gathering, KPI definition, data dictionary & SOP standardisation, stakeholder management, UAT, root-cause analysis

EXPERIENCE

Power BI Developer | Smart Minds · Nov 2024 – Present

- Replaced the manual weekly status reporting cycle with KPI dashboards built over SQL and multi-source data — Power BI as the certified layer, with Tableau and Looker Studio views for teams already working in those tools — and own them end to end: requirements, model, report, workspace, app, gateway and refresh schedule.
- Rebuilt inherited semantic models into star schema: calculated columns swapped for measures, bi-directional relationships removed, incremental refresh enabled. **Dataset refresh time down 55%**, and the recurring scheduled-refresh failures stopped.
- Designed Row-Level Security across region, business unit and reporting hierarchy so **200+ users** work from one certified dataset instead of 40 duplicated reports.
- Build and maintain Power Query (M) transformation pipelines and DAX measures (time intelligence, dynamic KPIs, what-if parameters), plus reconciliation checks that validate published figures against source systems before release.

Power BI Developer | PW (PhysicsWallah) · Mar 2023 – Oct 2024

- Built interactive Power BI and Tableau dashboards mapping critical business pipelines for operations and business teams, cutting **report turnaround time by 50%**.
- Migrated legacy VBA and Excel-based reporting into automated Power BI datasets — around **20 hours a week** of manual refresh work removed, and stakeholders got a single certified source of numbers.
- Modelled source data into star schema, authored the DAX measures and Power Query transformations, and tuned T-SQL against high-volume SQL Server tables to feed certified datasets.
- Standardised data definitions, KPI logic and SOPs across regional units, cutting discrepancies between team-level and executive reporting by **35%**.

Data Analyst | United Cable Network · Aug 2019 – Mar 2021

- Supported data and business planning for the commercial team, owning BI and analytics requests from the question asked to the report delivered.
- Automated and simplified recurring reporting trackers using Advanced Excel, Power BI and SQL, removing repeated manual consolidation.
- Extracted and reshaped existing operational data into presentable reports, charts and graphs for management review.
- Created and maintained the commercial data catalog, standardising definitions and sources across teams.
- Ran periodic data quality reviews across internal and external data, resolving gaps before they reached reporting.

SELECTED PROJECTS

- Predictive Sales Analytics Dashboard (Power BI)** — modelled multi-channel marketing data into a star schema and built DAX forecasting measures tracking cost-to-conversion to guide budget allocation.
- Resource Allocation & Performance Dashboard (Power BI)** — dynamic dashboard over live and historic workforce metrics, using what-if parameters to model optimal staffing under volatile demand.

Dashboard walkthroughs, DAX samples and modelling notes: sonimonil.github.io

EDUCATION & CERTIFICATION

MBA, Business Analytics | Parul University, Vadodara · Jun 2021 – Mar 2023 (full-time)

BBA, Information Systems Management | Sardar Patel University, Vallabh Vidyanagar · Jun 2016 – May 2019

Business Intelligence Certification | Rishabh Software · Nov 2022