

ROSANA NEISHABOURI

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PROFESSIONAL SUMMARY

- BI & Analytics Developer with 6+ years of experience turning business needs into Power BI dashboards, SQL reporting solutions, and reusable semantic models across manufacturing, supply chain, and logistics.
- Built dashboards using DAX and Power Query, working with business and technical teams to define KPIs, combine data from multiple sources, and keep reporting calculations consistent.
- Improved SQL queries and Snowflake views, contributing to an approximately 45% improvement in query and report refresh performance; set up scheduled refresh and subscriptions to keep reports updated.
- Contribute to an AI-based application at Signivia AI through requirements gathering, database design, API integrations, Power BI reporting, and feature testing to support product insights and usability.

EXPERIENCE

IT BUSINESS ANALYST / PRODUCT ANALYST | GETPULSEAI.CLOUD, SIGNIVIA AI INC | FEB 2026 – PRESENT

- Work with stakeholders to understand business needs and define requirements and user workflows for an AI-based application.
- Contribute to Power BI reporting for product and business insights, helping design the databases, data structures, and API integrations that provide the data.
- Work with Databricks as part of the application's data-related development activities.
- Test application features, investigate issues, and check results against requirements to improve usability.
- Document requirements, workflows, test scenarios, and application processes to help teams develop, troubleshoot, and maintain the solution and share knowledge.

BI & ANALYTICS DEVELOPER | IPEX | MONTREAL | OCT 2022 – JUL 2025

- Worked with Sales, Finance, Operations, and Logistics teams to define KPIs and build and maintain Power BI dashboards that answered their business questions.
- Built reusable SQL datasets, semantic models, DAX measures, and Power Query transformations; documented shared KPI definitions and calculations to keep reporting consistent across teams.
- Improved SQL queries and Snowflake views, contributing to an approximately 45% improvement in query and report refresh performance.
- Worked with Data Engineering, IT, and business teams to investigate reporting discrepancies by checking source data, transformations, and business rules; documented data mart solutions to support ongoing maintenance.
- Supported SAP reporting migration by mapping reporting logic to new data structures, reconciling migrated data, and coordinating User Acceptance Testing (UAT) with business users to identify discrepancies and validate results.
- Managed Power BI Service workspaces, report deployment, and user access; set up scheduled refresh and subscriptions to keep reports updated and automate delivery to business users.

DATA ANALYST | LAMOUR | MONTREAL | AUG 2020 – SEP 2022

- Worked with operations teams to understand reporting needs and define warehouse KPIs for inventory, receiving, and shipping.
- Used SQL and Power Query to extract and transform BlueCherry BI and operational data into datasets for recurring reports.
- Built and maintained SSIS ETL packages and troubleshoot failures to keep data integration workflows running reliably.
- Built Power BI and Excel dashboards to help teams track stock movements, shipment status, and daily warehouse activity.
- Investigated inventory discrepancies and checked report results with operations teams to support accurate reporting.
- Documented report calculations and explained warehouse KPIs to help users understand and use the reports.

BUSINESS ANALYST | PRIORITY WORLDWIDE | MONTREAL | NOV 2019 – JUNE 2020

- Worked with finance, operations, sales, customer service, and logistics teams to clarify reporting needs, document requirements, and build departmental dashboards.
- Checked dashboard results with users and addressed data quality issues to keep reports accurate and useful.
- Combined data from CargoWise, Excel, PDFs, and operational systems to help teams track business performance and client-facing metrics.
- Built and maintained SSIS ETL packages to support data integration; investigated and resolved package failures to keep reporting data available.

EDUCATION

OCT 2018- OCT 2019

AEC. BUSINESS INTELLIGENCE AND REPORTING PROGRAM, MONTREAL COLLEGE OF INFORMATION TECHNOLOGY, QC

OCT 2017 - OCT 2018

AEC. JAVA AND MOBILE APPLICATION DEVELOPMENT PROGRAM, MONTREAL COLLEGE OF INFORMATION TECHNOLOGY, QC

Sep 2010 - JUNE 2012

M.SC. INFORMATION TECHNOLOGY BUSINESS MANAGEMENT, EUROPEAN REGIONAL EDUCATIONAL ACADEMY, ARMENIA

SKILLS

- Power BI and Visualization: Power BI Desktop and Service, DAX, Power Query, Interactive Dashboards, Report Design, KPI Reporting, Excel
- SQL and Data Platforms: SQL, Snowflake, SQL Server, Azure Data Lake, Databricks, Query Performance Improvement
- Data Modeling: Semantic Models, Dimensional Modeling, Star Schemas, Data Warehousing, SSAS
- ETL and Data Integration: SSIS Package Development and Maintenance, ETL Troubleshooting, Data Extraction and Transformation, Dataflows, REST APIs
- Reporting Administration and Automation: Power BI Workspaces, Report Deployment, User Access Management, Scheduled Refresh, Automated Report Subscriptions
- Business Analysis and Data Quality: Requirements Gathering, KPI Definitions, Business Rules Documentation, Data Validation and Reconciliation, UAT, Troubleshooting
- Business Systems: SAP ECC, SAP S/4HANA, BlueCherry, CargoWise
- Collaboration and User Support: Stakeholder Communication, User Guidance, Technical Documentation, Knowledge Transfer, Agile/Scrum, Jira, Confluence
- Development Tools: Git, GitHub, Python, Java, Visual Studio Code
- Additional Familiarity: Microsoft Fabric, Power Automate, Power Apps, Dataverse
- Analytical Thinking, Problem Solving, Communication

CERTIFICATIONS

- ❖ **MICROSOFT CERTIFIED: POWER BI DATA ANALYST ASSOCIATE (PL-300)**
- ❖ **INTRODUCTION TO MODERN DATA ENGINEERING WITH SNOWFLAKE**
- ❖ **SNOWFLAKE - THE COMPLETE MASTERCLASS (2023 EDITION)**
- ❖ **EXPLORING SAP ANALYTICS CLOUD**
- ❖ **EXPLORING SAP S/4HANA EMBEDDED ANALYTICS**
- ❖ **ENABLING AI-BASED PERSONALIZED PRODUCT RECOMMENDATION WITH INTELLIGENT SERVICES FOR SAP COMMERCE CLOUD**

AWARD

Learning Management System (LMS) Dashboard - Top 2 idea | Aliaxis Best Practice initiative

- Proposed and developed an LMS dashboard tailored to user needs, with KPIs tracking learning performance and engagement; earned Top 2 recognition among 347 global entries.

LANGUAGES

English • French • Persian.