

MUHAMMAD JALAL KHAN

BI Developer & Data Engineer | Power BI, SQL, ETL, Python

m.jalalkhanktk@gmail.com | +92 328 5600956 | Islamabad, Pakistan

LinkedIn: linkedin.com/in/mjalalkhan | GitHub: github.com/M-Jalal-Khan/AI-Automation | Portfolio: jalaldataworks.netlify.app

PROFESSIONAL SUMMARY

BI Developer and Data Engineer with 3+ years of experience designing ETL pipelines, building enterprise-grade Power BI dashboards, and optimizing large-scale data models for finance, HR, healthcare, and sales organizations. Advanced Power BI skills (DAX, Power Query) combined with strong SQL and Python for data transformation, query optimization, and analytical database design. Working exposure to SAP BusinessObjects, with a track record of translating legacy reporting into modern, self-service dashboard environments. Experienced in consolidating multi-source data into centralized warehouses using Microsoft Fabric and Azure Data Factory, with a consistent focus on performance, automation, and executive-ready reporting.

CORE SKILLS

- Business Intelligence & Visualization:** Power BI (DAX, Power Query), Tableau, interactive and automated dashboards for executive and operational reporting
- SQL & Data Analysis:** SQL Server, PostgreSQL, Azure SQL, AWS Redshift, query optimization, relational database design
- Data Engineering:** Microsoft Fabric (Data Factory, Lakehouse, Dataflows Gen2), Azure Data Factory, Star Schema Design, large-scale ETL pipeline development and performance tuning
- Legacy Reporting Systems:** Working exposure to SAP BusinessObjects / Web Intelligence reporting environments
- Python & Data Modelling:** Python (Pandas, NumPy, Scikit-learn), data transformation scripting, forecasting and predictive modelling

PROFESSIONAL EXPERIENCE

Data Analyst, Code Prisma (Software Company)

January 2022 to September 2024

- Designed and optimized ETL pipelines feeding centralized SQL data warehouses, consolidating data from ERP, CRM, and HR systems and reducing reconciliation errors.
- Built interactive Power BI dashboards for finance and operations teams, reducing reporting cycles from two hours to fifteen minutes through automation and self-service design.
- Optimized SQL queries and database structures across Azure SQL and AWS Redshift environments, improving performance on large, multi-source datasets.
- Wrote data transformation scripts and modeled star-schema structures to support scalable, high-volume analytical reporting.
- Partnered with business leaders to translate reporting requirements into dashboard specifications, supporting executive and operational decision-making.

Data and BI Expert, Upwork, Freelance

January 2022 to Present

- Deliver end-to-end BI systems for clients across finance, HR, healthcare, and sales, covering ETL pipeline design, data modelling, and dashboard development.
- Build and optimize Power BI dashboards and data models for large, multi-source datasets, with a focus on query performance and automated refresh.
- Apply Python and SQL for data transformation, forecasting, and churn prediction, translating model output into decision-ready reporting.
- Worked on a legacy-to-modern reporting transition, applying working knowledge of SAP BusinessObjects environments alongside Power BI redevelopment.

KEY PROJECTS

Financial Analysis Dashboard | Microsoft Fabric, Power BI, DAX

- Consolidated financial records from three business lines into a single reporting structure; identified a month where operating expenses rose well above the yearly average, a pattern invisible in prior manual reporting.

CRM Pipeline Analysis Dashboard | REST API Integration, SQL Server, Power BI, DAX

- Connected to a CRM system via API to build a structured sales pipeline model; identified the specific stage where most deals were lost and performance gaps between sales agents.

HR Analytics Report | *Microsoft Fabric, Power BI, DAX*

- Combined HR system data with department-level records into one workforce model; built a multi-year salary comparison that identified role-level pay gaps masked by department averages.

Critical Care and ER Analytics Dashboard | *SQL Server, Power Query, Power BI, DAX*

- Combined SQL Server and Excel-based patient records into a day/hour patient volume model; found that a large share of patients were not seen within target wait time despite an acceptable-looking average.

Marketing Campaign Analysis Dashboard | *Microsoft Fabric, Power BI, DAX*

- Built a data pipeline combining Facebook, Instagram, and Pinterest advertising data into a single reporting model; identified that Pinterest produced higher revenue per conversion despite the lowest click-through rate.

CERTIFICATIONS

- Google Advanced Data Analytics
- Google Data Analytics Professional Certificate
- Google AI Essentials
- Machine Learning Specialization, Andrew Ng, DeepLearning.AI and Stanford University
- Data Analyst Professional Track, DataCamp (Power BI, Python, SQL)

EDUCATION

- Master's in English (Language and Linguistics), University of Lakki Marwat, 2022
- Bachelor of Arts (Law and Political Science), Khushal Khan Khattak University, Karak, 2019