

SURAJ SHUKLA

Senior Power BI Developer | BI Project Lead | Pharma Commercial Analytics

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Open to international relocation — immediately available for UAE; visa sponsorship required for UK/EU



PROFESSIONAL SUMMARY

Senior BI Developer and Project Lead with 8+ years of experience designing and delivering enterprise Power BI solutions for global pharmaceutical clients including Sanofi, GSK, AstraZeneca, Gilead, CSL, and ViiV Healthcare, with a primary focus on US commercial analytics. Currently lead a 12-member BI team that has delivered 100+ production dashboards — omnichannel marketing, patient analytics, sales and revenue, NBRx/TRx, and HCP engagement — serving up to 1,000 business users per dashboard on data models exceeding 500 million rows. Expert in DAX, semantic data modelling, and performance optimisation, with strong Snowflake, Azure, and Power Platform (Power Apps + Dataverse) experience and hands-on Gen AI integration using Microsoft Copilot. Microsoft Certified: Power BI Data Analyst (PL-300).

CORE SKILLS

Power BI

Semantic data modelling, DAX, Power Query (M), incremental refresh, aggregation tables, composite models (Import + DirectQuery), row-level security (RLS), deployment pipelines, dataflows, DAX Studio, Tabular Editor, Power BI Embedded, Copilot for Power BI

Data & Cloud

SQL Server, Snowflake, Azure Synapse, Azure Data Factory, AWS Redshift, Google BigQuery, SSAS Tabular, MDX

Pharma Domain

Omnichannel analytics, patient analytics, payer and rebate analytics, NBRx, TRx, HCP reach and engagement, market access, sales and revenue KPIs

Power Platform

Power Apps (canvas and model-driven) with Dataverse, Power Automate, write-back solutions, embedded analytics and REST API automation

Languages & Tools

SQL, Python (Pandas), Excel (Power Pivot, VBA), Tableau, QlikSense, Git, JIRA, Confluence

Leadership

Team leadership (12 direct reports), stakeholder management (US/EU), requirement gathering, Agile/Scrum, training and mentoring

PROFESSIONAL EXPERIENCE

Project Lead — Atria India Pvt Ltd, Delhi Dec 2019 – Present

Global pharma commercial analytics for Sanofi, GSK, AstraZeneca, Gilead, CSL, and ViiV Healthcare (US market focus)

- Lead a 12-member BI team delivering 100+ production Power BI dashboards across omnichannel marketing, patient analytics, sales and revenue, NBRx/TRx, HCP reach, payer analytics, and rebate management for six global pharmaceutical clients, each dashboard serving up to 1,000 business users.
- Designed and optimised semantic models on 500M+ row datasets (Snowflake, SQL Server, SSAS Tabular) using star-schema modelling, aggregation tables, and incremental refresh — reducing dataset refresh windows from hours to minutes and keeping report load times in seconds at enterprise scale.
- Tuned model and query performance with DAX Studio and Tabular Editor: replaced calculated columns with measures, removed high-cardinality columns, eliminated bidirectional relationships, enforced query folding in Power Query, and applied variable-based DAX patterns.
- Integrated Microsoft Copilot and Gen AI capabilities into the Power BI ecosystem to enable natural-language querying and automated narrative generation; delivered enablement sessions as an Atria-certified trainer, driving adoption across internal teams.
- Own end-to-end Power BI architecture and governance: workspace management, deployment pipelines, role-based access control (RBAC), and row-level security (RLS) meeting pharma compliance and audit requirements.
- Built Power Apps solutions on Dataverse — including a Milestone Tracker and write-back tools with Power Automate — and embedded Power BI reports into enterprise applications via embedded analytics and API automation.

- Served in a dual consultant/senior-developer role on Sanofi's DIVE programme, delivering dashboards for sales growth, competitor performance, market trends, net sales, and budget forecasting; received formal client appreciation from Sanofi stakeholders.
- Collaborated with US and EU business stakeholders on requirement gathering and agile delivery; mentored developers and ran internal Power BI training.

BI Developer — IndiaMART InterMESH Ltd, Delhi May 2018 – Nov 2019

- Designed interactive Power BI dashboards including customer cohort analysis, top-5 analysis, and supplier performance for India's largest B2B marketplace.
- Built a comprehensive profit-and-loss dashboard, independently resolving complex multi-key join and data-duplication challenges to improve financial decision-making.
- Delivered monthly margin reports to company stakeholders with actionable, data-driven recommendations to improve profitability.

Business Associate — Australian Premium Solar, Delhi Aug 2016 – Apr 2018

- Developed and published profit-and-loss reports in Power BI and maintained market-research dashboards; performed market-trend analysis that shaped marketing strategy.

CERTIFICATIONS & AWARDS

- **Microsoft Certified: Power BI Data Analyst Associate (PL-300)**
- Axtria Certified Trainer — Power BI and Microsoft Copilot
- Multiple Bravo Awards, Axtria — outstanding contributions to BI development and analytics delivery.
- Client appreciation from Sanofi for successful delivery of the DIVE programme.

EDUCATION

Bachelor of Technology — PSIT Kanpur 2012 – 2016

Languages: English (professional working proficiency) • Hindi (native)