Andy Devine

Senior BI Developer & Consultant

Power BI & Tabular data models · DAX, SQL Server & SSAS · End-to-end BI solutions · AI-assisted development

Email info@dashboardanalysts.com **Website** dashboardanalysts.com (portfolio, client work, testimonials)

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Profile

Contract BI Developer with 14 years' experience in BI and reporting across aerospace, finance, public health, retail and media, specialising in the Microsoft BI stack. Builds Tabular data models as a core part of every engagement (Power BI semantic models run on the same engine as SSAS Tabular): star schemas, DAX measures, relationships, hierarchies and row-level security. At Control Risks, delivered global finance reporting for C-suite and country management teams on an SSAS cube over a SQL Server data warehouse, through the migration from Dynamics AX to D365. Works end to end, from requirements and ETL to modelling, documentation and user training, with everyone from data teams to the C-suite.

Now uses AI-assisted development, with Claude and Microsoft's Power BI MCP server, to speed up model work. Every measure is tested and report figures are reconciled to agreed source totals before anything goes live.

Key skills

- Tabular data modelling (Power BI / SSAS)
- DAX measures & hierarchies
- Star schemas & dimensional modelling
- Row-level security (RLS)
- MDX (working knowledge)
- SQL Server, Azure SQL & T-SQL
- ETL with Power Query (M)
- Legacy report migration & rebuilds
- Documentation, handover & training
- AI-assisted development (Claude, Power BI MCP)

Client projects include: Apple, Amazon Payments, Tesco, UK HSA Covid Response, Western Union, Centrica, TUI, Eurosport.

Career highlights

Power BI Developer | Farsound Contract, 6 extensions

Oct 2024 – Jun 2026

- Designed and built the Balanced Scorecard, Finance, Ticketing System and other reports in partnership with the C-suite, used by the leadership team and around 40 users.
- Built departmental semantic models and templates for sales, finance, procurement, IT and facilities, plus a C-suite reporting suite of more than a dozen reports.
- Introduced row-level security, using a user-permissions table to control data access.
- Introduced Power BI best practice and standard templates, and trained users on how to use them.
- Rebuilt legacy Power BI reports to best practice on the new templates, simplifying the estate and reducing technical debt.
- Created mobile versions of reports.

Dashboards Developer | Logimeter Contract

Feb 2024 – Jul 2024

- Introduced a best-practice Data Studio reporting suite (4 dashboards).
- Created Power BI proof-of-concept dashboards in Agile and Scrum delivery environments.

Power BI Developer | Control Risks Contract, 4 extensions

Jul 2022 – Jan 2024

- Delivered Power BI finance reporting for c. 60 users globally on an SSAS cube over a SQL Server / Azure SQL data warehouse.
- Migrated the global finance report suite from Microsoft Dynamics AX to D365, rebuilding the core reports and re-mapping measures and business logic to the new data structures.
- Automated a new Power BI financial report, making reporting packs much quicker to produce for global teams.
- Worked with MDX against the SSAS cube alongside DAX in the Power BI reporting layer.
- Worked with the C-suite and global teams to help them understand client and project profitability and allocate resources accordingly.
- Stack: SSAS, SQL Server / Azure SQL, Dynamics 365, CCH Tagetik, Power BI, DAX, MDX.

Power BI Developer | UK Health Security Agency Contract — Jan 2022 – Jun 2022

- Working with key stakeholders, helped augment the report suite as part of the Covid Response.
- Imported data from multiple sources to create Power BI dashboards for the Covid Monitoring team.
- Trained key staff on Power BI fundamentals, including building and optimising data models.

Data Studio Developer | Logimeter Contract · testimonial on website — Mar 2020 – Dec 2021

- Collaborated with key stakeholders to design, create and implement call analytics and other dashboards; the reporting suite included management reporting data for 1,500+ employees.
- Working with BigQuery, SQL and PostgreSQL connectors, created dashboard suites to replace Excel.
- Dashboard suites covered multiple client products as well as a revenue reporting dashboard.
- Created training videos used by staff and clients.

Power BI and Tableau Developer | MediaCom Multiple contracts · testimonial on website — Jul 2019 – Mar 2020

- Power BI: developed a Media Performance Dashboard (Social, Display, Paid Search) for Shell with custom SQL connectors, including building and optimising data models.
- Tableau: developed online dashboards for Tesco, Tesco Mobile, TUI and Centrica British Gas, covering sales forecasts, Google Trends, TV spend, weather forecasts, brand consideration and other metrics.

Google Data Studio Developer | Brandwidth Contract · testimonial on website — May 2019 – Jun 2019

- Replaced Excel dashboards with Google Data Studio dashboards for major clients including Toyota and Atkinsons 1799, using Google Data Studio, Google Analytics and Google Sheets.
- Worked with Facebook, Twitter, Google and web analytics connectors.
- Saved 9 days per month in report creation time.

Media Analyst | Mullen Lowe Profero — Jun 2016 – Jun 2018

- Used MySQL, Tableau, Data Studio and GoodData to improve reporting dashboards for Apple, Amazon Payments, Eurosport and Western Union.
- Developed online reports for Western Union, reducing time to update and run reports by 80% for 150+ users globally.
- Created a new global dashboard for Apple Recruitment, reducing process time from three days to half a day for 40+ users.

Media Analyst | Threepipe — Sep 2014 – Jun 2016

- Partnered with numerous client teams to streamline reporting using MS Access, Excel and Excel VBA.
- Managed the project transitioning to a new reporting and visualisation system (Alteryx & Tableau).
- Delivered best-in-class reporting dashboards for Monsoon, ECB and Laura Ashley.
- Reduced report processing time by up to 80% for internal and external clients.

Earlier career

Account management, media and business analysis roles at MEC (managing a £5M Lloyds Banking Group account and an Account Executive), Total Media, Syzergy, Havas Group and TMP Worldwide, building dashboards, reconciling budgets and running multi-channel campaigns for clients including Fred. Olsen, RAC and Folio Society.

Education & training

BA Economics, University of Portsmouth, UK

Professional development: passed multiple courses via Microsoft Learn (Power BI), LinkedIn Learning, Udemy, DataCamp and others: Power BI (advanced), Tableau (advanced), Data Studio (advanced), SQL, MySQL, PostgreSQL. Currently learning: Microsoft Fabric and Microsoft Azure.

Technical proficiency

Microsoft BI: Power BI, DAX, Power Query (M), Tabular data modelling, SSAS, MDX (working knowledge), row-level security, PBIP / TMDL, SQL Server, Azure SQL Database, T-SQL, Microsoft D365, D365 F&O, CCH Tagetik.

AI-assisted development: Claude, Microsoft Power BI MCP server.

Other tools: PostgreSQL, MySQL, BigQuery, Tableau, Tableau Prep, Data Studio, Alteryx, GoodData, Advanced Excel, Excel VBA, MS Access, Google Sheets, Google Apps Script.

Delivery: ETL, star schemas, financial reporting, budgets, Agile, Scrum, business analysis, requirements gathering, technical documentation, POCs, QA, user training, liaising with software suppliers.