SIAM SADMAN

Power BI Developer | Microsoft Fabric Analytics Engineer | Power Platform Automation
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PROFESSIONAL SUMMARY

Power BI Developer with 10+ years in enterprise reporting (12+ years in IT) and 5 years delivering BI and Power Platform solutions for multinational clients including British American Tobacco Bangladesh, Arnott's Australia and TOLL Australia. Advanced DAX and star-schema modelling, T-SQL development, and production Power Automate and unattended RPA delivery including Microsoft Entra ID provisioning via Graph API. Microsoft certified in Fabric Analytics Engineering (DP-600), Fabric Data Engineering (DP-700) and Power BI (PL-300), with a published Fabric medallion lakehouse built over 41.8 million records. Four years delivering to Australian clients remotely from Dhaka. Available to join immediately.

TECHNICAL SKILLS

BI and Analytics: Power BI Desktop, Power BI Service, DAX, Power Query, Microsoft Fabric, Direct Lake semantic models, advanced time intelligence, USERELATIONSHIP and role-playing dimensions, Excel, Tableau

Data and Databases: T-SQL, SQL Server, MySQL, star and snowflake schema modelling, stored procedures, views, ETL development, Python and PySpark, Delta Lake, medallion architecture, incremental loading and MERGE, Data Factory pipeline orchestration

Automation and RPA: Power Automate Cloud, Power Automate Desktop unattended RPA, Microsoft Graph API, REST API integration, browser automation, UiPath to Power Automate migration, ServiceNow integration

Identity and Cloud: Microsoft Entra ID user provisioning, Active Directory group and license management, Microsoft 365 licensing (F3, E5), secure credential vault integration

Design and Delivery: Dashboard UX and visual design, Figma, requirements gathering, stakeholder management, DEV/UAT/PROD deployment

PROFESSIONAL EXPERIENCE

Apsis Solutions Limited | Dhaka, Bangladesh | Feb 2017 - Aug 2026
Reporting Analyst (BI & Analytics) | Jan 2022 - Aug 2026
Senior Reporting Officer | Jan 2019 - Dec 2021
Reporting Officer | Feb 2017 - Dec 2018
Reporting team lead throughout tenure

Power Platform Automation - TOLL Australia (2025)

- Primary builder on a two-person team that re-engineered TOLL Australia's failing UiPath user onboarding automation into Power Automate, delivering five production automations across DEV, UAT and PROD environments.
- Built unattended Power Automate Desktop RPA handling batches of up to 200 users per run, executing twice daily, integrating Microsoft Entra ID provisioning via Graph API, Adobe licensing API, Active Directory security group and license assignment, and browser automation across three internal client portals.
- Implemented input sanitization, step-level validation and a dedicated error-handling subflow with automated ServiceNow ticket creation and stakeholder notification; the solution ran in production with no reported failures.
- Developed the reverse offboarding automation to revoke access and licensing across the same systems.
- Automated a daily license cost allocation report reconciling Workday employee data, active Microsoft license inventory and annual pricing into department level cost output, reducing production time to under 30 seconds.
- Self-taught Power Automate over one month before project start and built the majority of the technical solution.

Business Intelligence Delivery - Arnott's Australia and BATB (2021 - 2025)

- Joined the Apsis Power BI delivery team for Arnott's Australia P&L reporting, building 4-5 dashboards in 3-4 months and authoring hundreds of time-intelligence DAX measures (LY, LM, LQ) with USERELATIONSHIP logic for heavily filtered multi-date models.
- Introduced the team's Power BI capability to BATB and delivered 10-12 dashboards covering sales, distribution and campaign analytics, modernizing a long-running manual reporting operation.
- Delivered BI work concurrently with reporting team leadership, contributing to two project teams simultaneously.

Reporting Operations Leadership - BATB (Jul 2016 - Jun 2025)

- Led a team of 2-4 analysts delivering approximately 130 scheduled and ad-hoc reports per month to BATB's central analytics function, regional managers and area managers.
- Designed reusable Power Query report templates that converted recurring manual Excel production into paste and refresh outputs, reducing hands-on effort and enabling team-wide self-service.
- Developed T-SQL queries against the CRM and sales force automation platform, handling datasets ranging from hundreds to millions of rows.

Internal Delivery Support (2026)

- Supported internal ERP and CRM teams with SQL development and reporting; designed application UI and UX in Figma for internal products.

Reporting Officer | Market Express Limited, Dhaka | Jul 2016 - Feb 2017

- Established the reporting service for British American Tobacco Bangladesh (BATB). BATB subsequently consolidated the engagement under Apsis Solutions, the vendor operating its CRM platform, and the team transferred with the account.

Digital Media Developer | K.S. International, Dhaka | 2014 - Jun 2016

Information Service Department Manager | The Hub Ltd., Dhaka | 2011 - 2014 (part-time)

PORTFOLIO PROJECTS

BTS Airline On-Time Performance - Microsoft Fabric Lakehouse (github.com/siamsadman/bts-fabric-pipeline)

- Built a medallion-architecture lakehouse in Microsoft Fabric over 41.8 million US Bureau of Transportation Statistics flight records: 78 monthly periods, ~20 GB source CSV, PySpark notebooks, Data Factory orchestration and a Direct Lake semantic model, Git-integrated from the first item created.
- Implemented watermark-driven incremental loading with null-safe MERGE on a six-column business key, then demonstrated a live single-period load producing an exact row delta with no double-counting or manual intervention.
- Built validation gates at every layer boundary that fail the run rather than warn - schema stability across vintages, timestamp derivation, business key uniqueness, merge idempotency at 41.2M rows, and referential integrity across five relationships with zero orphans.
- Diagnosed a 48% arrival-timestamp mismatch as a local-clock reporting artifact rather than a source defect and resolved it with a hybrid derivation; a second independent check caught a midnight-boundary bug that the first check passed at 100%.
- Ran a 71-period unattended backfill in 7 hours 6 minutes on F4 capacity with zero failures and documented the failure path for an unpublished period where on-success chaining prevented partial data being written.

Olist E-Commerce BI Series - three-part Power BI portfolio (github.com/siamsadman)

olist-sales-dashboard | olist-logistics-dashboard | olist-customer-satisfaction-dashboard

- Built three linked Power BI dashboards of three pages each (nine pages total) - sales and revenue, logistics and delivery performance, and customer experience and satisfaction - as distinct analytical lenses on one shared dimensional model, each delivered end-to-end from raw CSV to published report.
- Engineered the model in SQL Server (Docker) with Python and pandas cleaning: subject-area fact tables, bridge tables resolving verified many-to-many relationships, and role-playing date dimensions invoked through USERELATIONSHIP.
- Validated every DAX measure against an independent SQL query before use, catching blank-handling, cross-filter direction and field-binding defects that would otherwise have shipped silently - including an on-time rate reading 95% instead of the correct 91.9%.
- Documented every data quality finding and modelling decision, including where a clean star schema was deliberately departed from and the reasoning behind it.

CERTIFICATIONS

Microsoft Certified: Fabric Data Engineer Associate (DP-700) - October 2026

Microsoft Certified: Fabric Analytics Engineer Associate (DP-600) - August 2026

Microsoft Certified: Power BI Data Analyst Associate (PL-300) - July 2026

EF SET English Certificate - C1 Advanced (Reading C2, Listening C2, Speaking C2, Writing B2)

EDUCATION

B.Sc. in Computer Science - Prime University, Dhaka - 2012 - CGPA 3.44