

Daniel Portero Carrasco

Freelance BI Consultant

Power BI · Azure Databricks · Data modelling

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PROFILE

BI consultant with experience since 2017 designing end-to-end data solutions for large companies, both national and international. Specialised in Power BI and data modelling on cloud architectures (Azure Databricks, Medallion architecture), focused on scalable, reliable reports geared towards business decision-making. Close client relationships, quick adaptation to complex business logic and unexpected changes, and daily use of AI tools (especially Claude) to boost work and performance. Curious by nature, with personal projects built with AI assistance.

TECHNICAL SKILLS

- **Business Intelligence:** Power BI, DAX, Power Query, data modelling and semantic models, SAP BusinessObjects, SAP Analytics Cloud
- **Cloud and data:** Azure Databricks (notebooks, Unity Catalog), Medallion architecture, SAP HANA
- **Databases and integration:** SQL (T-SQL, PL/SQL), SAP Data Services, SQL Server, Oracle, SAP IQ
- **Applied AI:** daily use of Claude and other AI tools to speed up development, analysis and documentation
- **Methodology:** Agile / Scrum, Jira, Confluence
- **Professional skills:** requirements gathering, client relationship and stakeholder management, translating business needs into analytical solutions, end-user training, team leadership, adapting quickly to unexpected changes

EXPERIENCE

Freelance BI Consultant

May 2026 – Oct 2026

- **Scope:** in 6 months, contributed to the development of more than 10 reports across 4 different projects within the company, including P&L, one of the most important, and adapted to departments such as Finance and Data & Reporting.
- **Power BI:** design and development of reports from scratch and reuse of corporate semantic models ensuring relational integrity and duplicate-free joins. Data extraction with Power Query from Databricks schemas and SharePoint, using scalable, well-organised models with maximum parameterisation to ease support and future changes.
- **Security (RLS):** management of row-level security in Power BI reports, restricting access to each report's data to specific users.
- **Azure Databricks:** creation and maintenance of notebooks on Silver and Gold tables governed with Unity Catalog, within a Medallion architecture, preparing the data consumed by Power BI.
- **Sell Out report:** detected incorrect data that was leading to wrong sales decisions at territorial level; corrected it and made the information reliable.
- **Daily sales report:** fixed the root cause of a problem that had been patched with temporary workarounds for years. Built the comparison of distributors reporting daily sales, with a custom calendar enabling day-by-day comparison against the previous year under the client's business logic. Explicitly recognised by the client.
- **Continuous improvement:** performance optimisation and new developments on existing reports.
- **Client:** direct liaison with the business for requirements gathering and deliverable validation; quick adaptation to the architecture and to complex business logic.

BI Analyst

Aug 2024 – May 2026

Aubay

- Process improvement, loading new data, creation and maintenance of procedures and incident resolution, working with a range of stakeholders.
- Development and maintenance of large stored procedures (over 8,000 lines) in T-SQL and PL/SQL on SQL Server and Oracle: loops, variables, parameters, WITH clauses and window functions.
- Two-month project (summer 2025), in a team of 2, for a security company: T-SQL analysis of the signals of a new alarm panel (signals of more than 50 characters and more than 15 states) and more than 40 documented state-change use cases, after dozens of meetings with the business. It helped improve the panel's operation and performance.
- Reports in Power BI and SAP BusinessObjects; data preparation and cleansing with Power Query and advanced DAX formulas.
- Involvement in a corporate data centralisation and migration project, moving data from sources such as SAP IQ, Oracle or SQL Server to Snowflake.
- Agile (Scrum) environment with Jira and Confluence. SAP Data Services, SAP IQ, SQL Server and Oracle.

Senior SAP BusinessObjects Consultant

May 2019 – Aug 2024

SEIDOR

- Projects for banking, insurance and retail clients, domestic and international: maintenance, management of development and production environments, new developments and migrations with SAP Data Services, SAP BusinessObjects, SAP Analytics Cloud, SAP HANA, Power BI, SQL Server, Oracle and SAP IQ, with T-SQL, PL/SQL and data modelling.
- Almost two-year project (the first at SEIDOR) producing the P&L of a large financial institution end to end: centralising the data of four external managers, ETL with SAP Data Services, modelling in SAP Information Design Tool and Web Intelligence reports, including a process for manual adjustments after the monthly close.
- End-to-end projects from requirements gathering through to delivery, including prioritisation, progress tracking and stakeholder coordination. Led a team of 3 on one of them, managing its planning and delivery.
- Training for domestic and international clients on Web Intelligence, SAP Analytics Cloud and SAP BusinessObjects administration (4.2 and 4.3).
- Earned the SAP Certified Application Associate certification in SAP BusinessObjects BI Platform 4.3 (Jul 2022).

BI Analyst

Nov 2017 – May 2019

Fujitsu Technology Solutions S.A.

- Maintenance and optimisation of the databases of the universities of Seville and Málaga (PL/SQL, Toad, OBIEE).
- Development and maintenance of dashboards and reports in QlikView for a banking institution, including ETL processes for data integration and transformation.

PERSONAL PROJECTS WITH AI

- **Dance studio (ongoing):** design of websites and a custom ERP for a dance studio, built with AI assistance.
- **LaLiga data analysis:** in-house application to analyse data from the Spanish football league, built for a game.
- **Food tracking:** in-house application for logging and tracking food intake.

EDUCATION AND CERTIFICATIONS

- **Degree in Information Systems:** University of Alcalá · 2013 – 2018
- **SAP Certified Application Associate:** SAP BusinessObjects Business Intelligence Platform 4.3 · Jul 2022

LANGUAGES

- **Spanish:** native
- **English:** B2/C1, gained by living abroad and working with international clients