

JOSE FARFAN

Senior BI Developer & Data Lead | Power BI, Microsoft Fabric, DAX, SQL

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Authorized to work in the US — no sponsorship required

SUMMARY

Senior BI developer and data lead with 7+ years in Power BI and 10+ years across engineering and data. Led an enterprise Sales & Finance semantic model used by 500+ active users across every UK region, removing ~\$52K a year in manual reporting. Mechanical engineer who raised packing-machine MTBF 6x and plant OEE from ~65% to ~71% using sensor data and Lean Six Sigma methods, working hands-on with factory teams. Known for stakeholder alignment, data governance and the change management that drives adoption. Bilingual English/Spanish.

SKILLS

- **BI & Modeling:** Power BI, DAX, Power Query (M), semantic models, star/galaxy schema, row-level security, deployment pipelines, KPI design, data storytelling
- **Data Engineering:** T-SQL, MySQL, Microsoft Fabric (Lakehouse, Warehouse, Dataflows Gen2, PySpark notebooks), ETL/ELT
- **Leadership & Governance:** stakeholder management, requirements gathering, data governance, data quality, master data management, KPI standardization, change management, mentoring, coaching
- **Delivery & Platforms:** Azure DevOps, Agile/Scrum, sprint planning, backlog management, SAP ECC/Fiori, NetSuite, Dayforce
- **Manufacturing & Methods:** OEE, MTBF, Lean Six Sigma methods, Lean manufacturing, root cause analysis, SPC, Excel/Power Pivot
- **Languages:** English (fluent), Spanish (native)

EXPERIENCE

Senior Business Intelligence Analyst

Biffa — London, United Kingdom (Hybrid)

01/2025 – Present

- Led end to end the enterprise Sales & Finance semantic model in Power BI, a galaxy schema over NetSuite, Dayforce and contract data, now the single source of truth for 500+ active users across every UK region, all sales channels, Finance and leadership.
- Replaced 5+ siloed Excel processes (pre-sales CRM, revenue projection, rolling revenue, churn, contract-health checks), eliminating ~13,500 manual requests a year, worth ~\$52K (£40K) in labor.
- Standardized revenue definitions, including the variants used for bonus calculations, with Sales and Finance leadership, so reporting and sales bonuses run on one agreed number.
- Introduced Azure DevOps sprint delivery for the 8-person BI team, moving ad-hoc requests into a prioritized, visible backlog.
- Own model governance (row-level security, deployment pipelines, refresh reliability); cut refresh time from 20 to 5 minutes while covering more data.
- Nominated for Biffa's Diamond Awards (high-performer recognition) for the Sales & Finance model.

Business Intelligence Executive

British American Tobacco (BAT) — Southampton, United Kingdom

12/2022 – 01/2025

- Built Power BI SLA-compliance reporting for the global Operations Data Management team, covering 3,000+ SKU master-data change requests a month in SAP ECC/Fiori across five continents.
- Designed a change-request selection tool that routes users to the right option among 200+ CR types, cutting selection time from ~5 to ~1 minute (200+ hours saved a month) and incorrect requests by ~10%.

- Designed and enforced SLA frameworks for global reporting processes, reducing delivery variability for cross-functional teams.
- Helped sustain the 99% master-data quality compliance target through monitoring and fast corrective fixes.
- Delivered executive data storytelling for regional and global Continuous Improvement / Work Process Improvement leadership.

Business Intelligence Engineer

British American Tobacco (BAT) — Caracas, Venezuela

06/2021 – 12/2022

- Built an end-to-end Power BI KPI suite on machine sensor data (stops, MTBF, OEE, waste) for 12 production lines, used by 80+ technicians, admin staff and factory leaders.
- Partnered with maintenance on root-cause analysis using Lean Six Sigma methods, raising packing-machine MTBF from under 10 to 60+ minutes (6x) and plant OEE from ~65% to ~71%, beating the 70% target.
- Automated data cleansing and transformation in SQL and Power Query, replacing manual production reports.
- Worked day to day with 40+ factory technicians (line manager for about 20), embedding the KPI suite into shop-floor routines.

Business Intelligence Developer

ASIS Consulting — Caracas, Venezuela

07/2019 – 06/2021

- Delivered Power BI solutions for 5+ major tax-consulting clients: financial modeling, tax and transactional reporting with DAX time intelligence.
- Administered Power BI Service across client environments: workspace governance, deployment and user access.
- Translated stakeholder requirements into scalable data models, working with the MySQL team to ensure data integrity.

3D Printing Engineer

3D TECH — Caracas, Venezuela

03/2017 – 06/2019

- Operated and maintained the lab's 3D printers, producing 6+ medical models a month (mainly jaw models) used by doctors to plan procedures and prosthetics.

Junior Project Engineer

Venezuelan Heavy Industry CA (VHICOA) — Bolívar, Venezuela

02/2016 – 02/2017

- Worked on 2–3 high-pressure vessel projects for the oil industry, each worth \$30M+, to ASME, AWS and API standards; prepared and checked drawings, coordinated NDT and hydrostatic testing, and tracked materials, labor and progress in Excel.

EDUCATION

Bachelor of Engineering (B.Eng.), Mechanical Engineering

Universidad Metropolitana — Caracas, Venezuela

2015

AWARDS & TRAINING

- Nominee, Diamond Awards (high-performer recognition), Biffa
- Digital Learner Award, British American Tobacco
- Project Management, Tecnología Financiera, 2016
- LinkedIn Learning: Change Management Foundations; Having Difficult Conversations: A Guide for Managers