Elijah Parfitt

Senior Business Intelligence Developer

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PROFESSIONAL SUMMARY

Business Intelligence Developer with 5+ years of experience designing and supporting enterprise reporting and analytics solutions within cloud data warehouse environments. Skilled in translating business requirements into scalable BI solutions through semantic data modeling, advanced SQL, and dimensional data warehouse design.

KEY ACHIEVEMENTS

- **$650K+ Annual Savings:** Automated contact center performance data pipelines, eliminating manual workflows and driving over $650K in annual savings.
- **$100K+ Return Mitigation:** Engineered data models to uncover hidden insights, driving strategic changes that directly reduced annual return rates.
- **80% Faster Reporting:** Optimized foundational reporting data layers to drastically cut Power BI dashboard refresh times.

TECHNICAL SKILLS

- **BI & Reporting:** Power BI, DAX, Power Query, Tableau, MicroStrategy (foundational exposure), Executive KPI Reporting, Self-Service Analytics, Semantic Data Modeling (Metrics, Attributes, Hierarchies)
- **Contact Center Platforms:** NICE CXone (Interaction Analytics / AI Intents & Actions, Performance Management, Quality Management, ACD Reporting), Salesforce (Call Coding), IVR Routing Data
- **Data Warehousing & Modeling:** Dimensional Modeling, Star Schema, Snowflake Schema, Fact & Dimension Tables, Surrogate Keys, Relational Data Modeling, Entity Relationships, Normalization
- **Cloud & Databases:** Azure Databricks, Microsoft Fabric, Unity Catalog (Data Governance & Audit Logging), Google Cloud Platform (Cloud Run, Cloud Scheduler, Cloud Storage), PostgreSQL, Relational Database Management Systems (RDBMS)
- **Languages & Automation:** SQL (Advanced Query Development, Performance Tuning, Troubleshooting, SSMS), Python, PySpark, Power Automate, API Integration, Workflow Automation
- **Power Platform & Collaboration Tools:** Power Automate, Power Apps, SharePoint (Lists, Document Libraries, Automated Forms)
- **Applied AI:** Gemini API / LLM Integration, Claude Code, GitHub Copilot, Agentic AI Tools, Prompt Engineering, AI-Assisted Development, Computer Vision & Image Processing
- **AI-Enabled Analytics:** Sierra AI (Chat Conversation Analysis), Microsoft Copilot for Power BI (Semantic Model Enrichment, Natural-Language Query Feasibility Assessment)

PROFESSIONAL EXPERIENCE

Business Intelligence Developer, Gap Inc.

May 2021 – July 2026 | Hybrid, United States

- Gained early hands-on exposure to MicroStrategy for enterprise reporting during the first months in this role, before the team's BI stack transitioned primarily to Power BI.

- Designed, developed, and maintained enterprise Power BI reporting and dashboard solutions, building semantic data models, star-schema fact and dimension tables, DAX metrics, hierarchies, and attributes that translated business requirements into scalable, self-service analytics for contact center and Client Experience leadership.
- Wrote, tuned, and troubleshot advanced SQL queries across Azure Databricks and Microsoft Fabric cloud data warehouse environments to support enterprise-scale reporting on multi-million-row datasets.
- Built out 300+ hours of NICE CXone Interaction Analytics reporting on call and chat word-segment data to identify agent behavior and call-trend patterns across 400+ agents and roughly 250,000 monthly contacts, correlating CXone's AI-driven Intents and Actions with IVR routing and Salesforce call-coding data to quantify contact distribution and how agents handled interactions.
- Partnered with the Quality Management team on NICE CXone Performance Management reporting and validated agent-level metrics through CXone ACD reporting.
- Evaluated Microsoft Copilot for Power BI against our semantic model, prototyping limited-scope natural-language querying using Sierra AI conversation data and other business dashboards; assessed the tool's maturity for the use case and recommended against further investment based on the findings.
- Delivered high-volume data insights and reporting on customer experience for contact center leadership, translating complex, messy datasets into actionable, decision-ready business recommendations.
- Acted as a key technical point of contact for reporting and dashboard requests, triaging issues and troubleshooting data, performance, and reporting-layer problems to keep leadership decision-making uninterrupted.
- Automated recurring reporting workflows using Power Automate and Python, reducing manual effort and improving data reliability.
- Partnered cross-functionally with Client Experience leadership to define KPIs, analyze trends, and deliver strategic, data-driven recommendations, driving $650K+ in annual cost savings and an 80% reduction in dashboard refresh times.

INDEPENDENT PROJECTS

CFPB Consumer Complaint Analysis

Databricks, Power BI, Scheduled API Ingestion

- Built an automated Databricks-to-Power BI pipeline analyzing 8.3M+ consumer complaint records, with scheduled API-based ingestion, root-cause decomposition analysis, and geospatial mapping of company response times.

Contact Center SLA Performance Dashboard

Python, Local ELT Pipeline, Power BI

- Hand-built a Python ELT pipeline and Power BI dashboard processing 52,000+ calls end-to-end with no managed cloud platform; identified the drivers behind 92% SLA compliance.

AI-Driven Inventory & E-Commerce Analytics Pipeline (Independent Project)

Google Cloud Platform, Gemini AI, Databricks, Power BI, Streamlit

- Designed and built a serverless Google Cloud Platform pipeline (Cloud Run, Cloud Scheduler, Cloud Storage) using Gemini AI computer vision to automatically generate structured product listings from raw photos, feeding a Databricks warehouse and a Power BI layer that tracks AI-estimated pricing against actual sale outcomes.

CERTIFICATIONS

- Google Data Analytics Professional Certificate (2022)
- Tableau Certified Data Analyst (2021)