

# LUCIAN MIHAI PAVEL

## Senior Business Intelligence Consultant

End-to-end BI delivery · Power BI · SQL · Data modeling · QA



Bucharest, Romania · Romanian: Native/Bilingual · English: Full Professional

Senior BI consultant with 10+ years across analytics, risk, data quality and reporting, including 5+ years delivering enterprise BI solutions for international retail, insurance and media organizations. Turns requirements and raw data into analytics-ready models, reliable KPIs and decision-ready dashboards.

### PROFESSIONAL EXPERIENCE

#### PAWELWORKS · Independent Senior BI Consultant · Current

- End-to-end BI delivery: requirements, SQL and Power Query transformations, dimensional modeling, dashboards, validation, documentation, training and handover.
- Productized audits, focused fixes, dashboard sprints, backend/data-model work and KPI blueprints.

#### Enterprise BI Consulting · 2021–present

- Full BI lifecycle for international retail, insurance and media: analysis, backend/frontend delivery, deployment support and training.
- Scalable models and transformations, query optimization, investment-risk data quality and recurring KPI reporting.

#### UniCredit Bank Romania · Data Intelligence Specialist CVM · 2018–2021

- Customer segmentation, pricing and profitability with Python and SAS; classification, reconciliation and methodology.

#### UniCredit Bank Romania · Data and Credit Risk Control Manager · 2016–2018

- Independent data/scoring validation; automated outlier and edge-case controls; traceable criteria and exception escalation.

#### UniCredit Bank Romania · AML and Accounting Operations · 2014–2016

### SELECTED IMPACT

- Built independently during prior employment: a 12-page Power BI sales and margin suite with mobile layouts, reconciliation and guided navigation.
- Investment-risk data controls and dynamic analytics in international insurance.
- Analytics-ready backend and model foundation for international retail reporting.
- Recurring enterprise KPIs and dashboards for commercial decisions in media.

### DELIVERY APPROACH

- Confirm the business outcome, inputs, constraints and acceptance criteria before implementation.
- Design the smallest useful model or report and make assumptions explicit.
- Reconcile outputs, test edge cases and document unresolved source-data issues.
- Deliver maintainable source artifacts with a concise change summary and handover.

### REPRESENTATIVE PROJECT THEMES

- Enterprise sales and margin analytics with mobile reporting and data-quality controls.
- Investment-risk data quality and dynamic analytics.
- Retail analytics backend and dimensional data model design.
- Enterprise KPI reporting for international media operations.
- Customer-value analytics and credit-risk validation in banking.

### CORE CAPABILITY

- Business Intelligence
- Power BI and Power BI Service
- Requirements and KPI definition
- Dimensional data modeling
- SQL Server, ETL and SSIS
- Power Query transformations
- Data quality and reconciliation
- Dashboard QA and optimization
- Documentation and handover

### TECHNOLOGY

Power BI · MicroStrategy · Tableau · Looker · Looker Studio · SQL Server · SSIS · Python · SAS · Docker

### AI-ENABLED WORKFLOW

Codex and Claude accelerate analysis, code drafting, documentation, test cases and QA. Every deliverable is human-reviewed, tested and validated.

### EDUCATION

Master · Finance, Banking and Insurance · 2015–2017  
Bachelor · Economic / Managerial Informatics · 2012–2015

### CERTIFICATIONS

- MicroStrategy ONE Certified Professional
- Database Administrator
- Introduction to agent skills
- Partner Sales Foundations

### FIVERR SERVICE FOCUS

- BI troubleshooting and audit
- Power BI dashboards and models
- SQL / ETL analytics backend
- KPI and BI solution blueprint

### INDUSTRY CONTEXT

- Banking and credit risk
- International retail
- Insurance and investment risk
- Media and commercial reporting

### BUYER OUTCOMES

- Clear root cause and next action
- Maintainable models and transformation logic
- Decision-ready KPI dashboards
- Reconciled results and concise handover