

JULIAN MERCER

BUSINESS INTELLIGENCE ANALYST

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PROFESSIONAL SUMMARY

Business Intelligence Analyst with 8+ years of experience building governed semantic models, executive dashboards, and self-service reporting at Microsoft, Salesforce, and Adobe. Improves decision speed while strengthening metric consistency, data quality, and reporting adoption.

CORE SKILLS

Power BI | DAX | Tableau | SQL | Snowflake | dbt | Semantic modeling | Dimensional modeling | Data governance | Row-level security | ETL | Dashboard design | KPI definition | Data quality | Stakeholder enablement

PROFESSIONAL EXPERIENCE

Senior Business Intelligence Analyst Microsoft, Redmond, WA

Jul 2022 - Present

- Built a Power BI semantic model covering \$4.2B in cloud-partner revenue, reducing month-end reporting from five days to 14 hours for executive operating decisions.
- Defined 76 certified measures in DAX with Finance and Sales Operations, eliminating 31 duplicate KPI calculations across regional teams at scale.
- Optimized incremental refresh and aggregation tables for 1.8B rows, cutting dashboard load time from 19 to 4 seconds.
- Introduced row-level security for 2,400 users across 28 countries, passing two access audits with zero critical findings.
- Led self-service enablement and office hours that increased monthly active report creators 54% while reducing ad hoc requests 37% across governed reporting workflows.

Business Intelligence Analyst Salesforce, San Francisco, CA

May 2019 - Jun 2022

- Modeled pipeline, bookings, renewal, and expansion data in Snowflake and dbt, improving executive forecast accuracy from 81% to 92%.
- Created Tableau account-health reporting used by 620 customer-success leaders, helping prioritize \$180M in renewal risk in subsequent planning cycles.
- Reconciled CRM and billing data through automated tests, reducing quarterly revenue exceptions 46%.
- Mapped report usage and retired 140 low-value dashboards, lowering platform maintenance hours 29% without reducing coverage for regional operating teams.

Business Intelligence Developer Adobe, San Jose, CA

Jan 2018 - Apr 2019

- Automated weekly digital-subscription reporting across 12 product lines, saving analysts 1,100 hours annually.
- Built cohort and retention views that identified a 9-point activation gap for enterprise trials and informed onboarding changes with documented metric ownership.

Reporting Analyst Adobe, San Jose, CA

Aug 2016 - Dec 2017

- Documented lineage and ownership for 210 metrics, improving issue routing and reducing average resolution time 41%.
- Delivered executive scorecards for acquisition, usage, and renewals with 97% on-time refresh performance.

EDUCATION

B.S. in Information Systems, Indiana University Bloomington, Bloomington, IN

CERTIFICATIONS

Microsoft Certified: Power BI Data Analyst | Tableau Certified Data Analyst | dbt Fundamentals