

Dr. SHEMAL DAVE, PMP

Senior Business Intelligence and Analytics Specialist | Strategic Program Lead

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 Residential Status: Permanent Resident |  [BI Portfolio](#)

Senior Business Intelligence Specialist and Strategic Program Lead (PMP, PhD) with 8+ years of experience driving business growth through AI-enhanced analytics, automated reporting pipelines, and agile project management. An AI-forward technical architect who deployed a scalable Microsoft Fabric environment and orchestrated custom Model Context Protocol (MCP) servers, integrating Claude with Power BI, SQL, and Jira. Expert in leveraging AI to generate complex Python workflows and DAX queries, reducing full-day C-suite reporting cycles to mere seconds. Blends the rigor of doctoral-level statistical research with cross-functional leadership to deliver dynamic data storytelling, complex semantic modeling, and executive dashboards that align technical capabilities with enterprise growth.

CORE COMPETENCIES & SKILLS

BI and Analytics Architecture	Power BI (DAX, Service, Copilot, Semantic Modeling, Custom Combined Tables), Tableau, AI-Enhanced Executive Dashboards, Data Storytelling
AI-Driven Automation	Microsoft Fabric, MCP Servers (Python/JS), Claude AI API Integration, AI-Generated Python/SQL Workflows, Automated ETL Pipelines
Advanced Statistics	K-Means Clustering, Multiple Regression Analysis, Taguchi Experimental Design, Predictive Modeling, Anomaly Detection, Survival Analysis, Time Series Analysis
Data Engineering	SQL Server, Oracle, ETL Pipeline Design, KPI Definition, Automated Reporting, Slot Performance Modeling
Program Management	PMP-Certified, Agile/Waterfall Hybrid, Resource Planning, Budgeting, Risk & Change Management, Cross-Functional Leadership
Soft Skills	Executive Storytelling, Stakeholder Negotiation, Mentorship, Conflict Resolution, Change Advocacy, Critical Thinking

PROFESSIONAL EXPERIENCE

Head of Business Intelligence and Analytics Pong Game Studios, Woodbridge, Canada	June 2024 - Present
- Direct a team of data analysts and collaborate directly with CEO, CTO and VP to engineer robust slot performance models; data-driven adjustments to RTP, volatility, and hit frequency directly optimized player retention by 12% and increased Gross Gaming Revenue (GGR) by 20%. - Orchestrated a fully automated executive reporting pipeline by leveraging the Claude AI API to generate Python scripts that execute Power BI DAX queries, extract critical data into Excel, and synthesize AI-driven insights—reducing a full-day C-suite reporting task to an automated seconds-long process. - Architected a scalable Microsoft Fabric environment and engineered custom Model Context Protocol (MCP) servers, including a dedicated Power BI MCP to dynamically develop complex semantic models based on evolving business requirements. - Directed the engineering of robust performance models utilizing advanced methodologies—including K-means clustering, multiple regression analysis, and the Taguchi method—optimizing key metrics to increase Gross Gaming Revenue (GGR) by 20%. - Leveraged Deep Research models to analyze granular performance data across Oracle and SQL Server databases, identifying cannibalization risks and translating complex datasets into actionable revenue strategies through advanced data storytelling.	

Business Intelligence Specialist
Camden Door Controls, Mississauga, Canada

Oct 2022 - May 2024

- Spearheaded the BI strategy, leading a team to engineer data solutions that uncovered untapped market segments, directly contributing to a 15% increase in quarterly revenue.
- Bridged the gap between technical execution and business strategy, collaborating with project managers to align analytics initiatives with corporate growth goals.
- Designed high-impact executive dashboards, transforming static data into real-time visual insights; recognized by senior leadership for improving operational decision-making speed by **20%**.

Project Manager
Bartleby Technologies Pvt Ltd, Bengaluru, India

Aug 2020 - June 2022

- Developed and managed project plans, ensuring timely completion and adherence to quality standards, achieving a **95% project success rate**.
- Implemented data visualization solutions to track project progress and performance metrics, **reducing operation delays by 20%**.
- Conducted data analysis using Tableau, providing actionable insights to stakeholders and improving decision-making processes.
- Managed multiple projects simultaneously, prioritizing tasks and meeting tight deadlines, increasing project delivery efficiency by **25%**.

Assistant Professor and Subject Matter Expert
Marwadi University, Rajkot, India

Sep 2014 - Oct 2019

- Managed large-scale engineering projects and academic cohorts, optimizing planning and control workflows to improve delivery timelines by 30%.
- Conducted advanced technical consulting (Statistical Analysis & Design) using experimental methodologies.
- Directed departmental communications and stakeholder engagement, streamlining information dissemination processes by 50% across the faculty.
- Authored comprehensive technical reports and research papers.

EDUCATION, CERTIFICATION & PORTFOLIO

Education:

PhD | *Marwadi University* | 2017 - 2022

 [BI Portfolio](#)

Master of Engineering | *Gujarat Technological University, India* | 2014 - 2016

Bachelor of Engineering | *Gujarat Technological University, India* | 2010 - 2014

Certification:

Project Management Professional | *Project Management Institute* | 2024

Business Analytics | *Harvard Business School* | 2023

Data Science Specialization | *IBM* | 2023

Data Analytics Program | *Google* | 2022