

THAI LE

BUSINESS INTELLIGENCE ENGINEER

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Results-oriented **Business Intelligence Engineer** with over 10 years of experience delivering end-to-end BI solutions across diverse sectors including Commercial Banking, Consumer Finance, Online Entertainment, and Automotive Dealership Management. Expert in architecting robust data infrastructures and scalable analytics platforms that transform complex datasets into actionable strategic insights.

Proven track record in managing the full data lifecycle, from ETL pipeline development and data warehousing to advanced data modelling and interactive dashboarding. A proactive technologist committed to integrating **Artificial Intelligence (AI)** into BI workflows to enhance data reliability, automate complex processes, and improve user accessibility. Passionate about empowering stakeholders with high-quality, data-driven tools that drive informed decision-making and organisational growth.

SKILLS

TECHNICAL SKILLS

- **Business Intelligence & Analytics:** Expert in end-to-end BI development, advanced Data Modelling (Star Schema), and creating interactive, high-performance dashboards using Power BI Desktop & Service.
- **Data Engineering & ETL:** Proficient in designing and optimizing complex ETL pipelines using SQL Server Integration Services (SSIS), Oracle Data Integrator (ODI), and IBM DataStage.
- **Database Management:** Advanced SQL scripting and performance tuning across multiple platforms including Microsoft SQL Server, Oracle Database, IBM DB2, MySQL, and NoSQL (MongoDB).
- **Semantic Layer & Data Warehousing:** Experienced in building and maintaining OLAP Cubes with SQL Server Analysis Services (SSAS) and architecting scalable Data Warehouse solutions.
- **Agentic AI & Modern Automation:** Leveraging Agentic AI frameworks and Large Language Models (LLMs) to automate multi-step data workflows, perform complex analysis, and independently execute end-to-end projects that traditionally required multi-role team collaboration.

PROFESSIONAL & SOFT SKILLS

- **Stakeholder Management & Consulting:** Proven ability to act as a technical consultant, translating complex business requirements from C-suite executives and stakeholders into technical roadmaps.
- **Business Analysis:** Strong domain expertise in Automotive, Consumer Finance, and Online Entertainment to provide deep data interpretation.
- **Project Leadership:** Independent project management following Agile/Scrum methodologies, ensuring high-quality delivery from requirements gathering to user training and feedback handling.
- **Continuous Improvement:** Proactive in researching new technologies, documenting system architectures, and conducting internal knowledge-sharing sessions.

EDUCATION

Bachelor of Software Engineering | UIT University (2006 – 2011)

Microsoft Certified: Power BI Data Analyst Associate (PL-300) | (2023)

IETLS 5.5 | BRITISH COUNCIL Vietnam (2015)

TOEIC 880 | IIG Vietnam (2022)

PROFESSIONAL EXPERIENCE

Senior Business Intelligence Engineer

TITAN DEALER MANAGEMENT SOLUTIONS | Apr 2025 - present

Company Profile

Titan DMS is a leading Australian developer and supplier of world-class automotive Dealer Management Systems (DMS). Headquartered in Queensland, the company provides sophisticated software solutions to automotive dealerships and manufacturers globally, including major brands such as Ford, BMW, and Mitsubishi.

Key Achievements & Responsibilities

- **End-to-End Customer BI Platform:** Orchestrated the full development lifecycle of a multi-tenant BI Platform for external automotive clients, acting as the sole architect and developer from initial requirement gathering to deployment.
- **Strategic Client Consultation:** Engaged directly with stakeholders to design a high-level BI strategy, delivering custom analytical roadmaps that translated complex business needs into technical specifications.
- **"Conversational BI" Innovation:** Pioneered a strategic framework for "Conversational BI" using Agentic AI, enabling clients to interact with data through natural language and significantly improving data accessibility for non-technical users.
- **Internal Data Ecosystem Integration:** Architected a unified internal BI platform by synchronizing data from Jira Cloud, ProjectManager.com, and Xero, providing the executive team with 360-degree visibility into development costs, revenue, and project profitability.
- **Operational Efficiency:** Automated complex Jira timesheet processes and financial reporting, eliminating manual data entry and receiving direct commendations from clients for saving significant operational hours.
- **Team Leadership Support:** Empowered software development Team Leaders with real-time resource management dashboards, facilitating faster decision-making and optimized talent allocation.
- **AI-Driven Development:** Leveraged AI tools for 80% of the development workflow, maintaining high-velocity output and technical excellence as an independent contributor while managing multi-faceted projects.

Technologies Used

- **BI & Visualization:** Power BI Desktop/Service , DAX.
- **Data Engineering:** SQL Server, Python (for API integrations).
- **Platforms:** Jira Cloud, Xero, ProjectManager.com.

PROFESSIONAL EXPERIENCE

Senior Business Intelligence Engineer

NEXCEL SOLUTIONS | Jul 2019 - Mar 2025

Company Profile

Nexcel Solutions is a technology-driven firm specializing in high-performance analytical platforms and financial services for the global sports betting and online entertainment industries. The company focuses on processing high-frequency data to deliver real-time insights for competitive markets.

Key Achievements & Responsibilities

- **Full-Stack BI Lifecycle Management:** Led the end-to-end delivery of complex BI projects, from international stakeholder requirement gathering (conducted in English) to the deployment of scalable reporting solutions.
- **Data Warehouse & ETL Architecture:** Designed and maintained robust Data Warehouse layers using SQL Server, including the creation of intricate ETL pipelines and automated data quality scripts to ensure 100% data integrity for financial reporting.
- **Advanced Semantic Modelling:** Developed and optimized SSAS (SQL Server Analysis Services) Cubes, enabling multi-dimensional analysis of large-scale sports betting and gaming datasets.
- **High-Performance Dashboarding:** Built and refined complex Power BI reports, focusing on intuitive UX/UI layouts and rigorous performance tuning to ensure rapid data retrieval for executive decision-making.
- **System Administration & Optimization:** Actively monitored and tuned SQL Server and SSAS performance, proactively identifying and resolving query bottlenecks to maintain system stability during peak traffic periods.
- **Cross-Platform Data Integration:** Successfully integrated diverse data sources including MySQL, MongoDB, and PostgreSQL into the central BI ecosystem, providing a unified view of customer behavior and product performance.
- **User Empowerment & Consultation:** Acted as a bridge between technical and business teams, providing training and documentation (in English) that increased self-service BI adoption across the organization.

Technologies Used

- **Microsoft BI Stack:** SQL Server, SSIS, SSAS, Power BI, Excel.
- **Databases:** MySQL, MongoDB, PostgreSQL.

PROFESSIONAL EXPERIENCE (Continued)

Business Intelligence Engineer | Mirae Asset & FE Credit | Dec 2017 – Jun 2019

- **Data Automation:** Streamlined financial and risk management reporting by developing automated ETL pipelines using SQL Server Integration Services (SSIS).
- **Report Development:** Designed interactive Power BI dashboards to track loan performance and collection metrics, reducing manual reporting time by 40%.
- **System Optimization:** Performed regular SQL tuning and database maintenance to ensure high availability for business user queries.

Business Intelligence Engineer | Sacombank | Apr 2012 – Feb 2015 and Feb 2017 - Jun 2017

- **DWH Operations:** Managed and monitored large-scale Data Warehouse systems, ensuring the integrity and stability of daily ETL processes using Oracle Data Integrator (ODI) and IBM DataStage.
- **Cross-Platform Integration:** Developed data solutions across diverse environments including Oracle BI Suite, IBM DB2, and Microsoft SQL Server to support regulatory and internal reporting.
- **Collaborative Delivery:** Partnered with business units to translate banking requirements into technical data models, providing training and support for self-service analytics.