

Gurpreet Singh

Senior BI, Data & AI Integration Professional

+91 98184 51188 | gurpreet@gpsintown.com | linkedin.com/in/gpsintown | New Delhi, India

Open to India-based opportunities and overseas relocation

PROFESSIONAL SUMMARY

Analytics, business intelligence and ICT systems professional with **10+ years of experience** across EY, FIS and digital marketing data environments. Combines Power BI and SQL engineering, data integration, requirements analysis and delivery leadership to turn complex business needs into reliable reporting and operational workflows. Current EY work extends this foundation into **agentic AI integration**, developing Python tools exposed through Model Context Protocol (MCP) servers, structured JSON interfaces and dynamic prompting within Microsoft Foundry and .NET application flows.

SELECTED DELIVERY IMPACT

110+ legacy Qlik reports rebuilt and validated within a 700+ asset BI modernisation programme, supporting metric parity, UAT and migration readiness.

50+ source and connector types across ETL/ELT workflows; estimated **35-45% reduction in manual consolidation** through integration and reporting automation.

TECHNICAL & DELIVERY SKILLS

Business intelligence: Power BI, DAX, Power Query, Tableau, DOMO, Qlik, Looker Studio, KPI reporting, embedded analytics

Data engineering: SQL, dimensional and semantic modelling, ETL/ELT, stored procedures, API ingestion, data quality, reconciliation, performance optimisation

Platforms & automation: Azure Data Factory, Azure Synapse, BigQuery, Amazon Redshift, MySQL, Alteryx, Talend, SharePoint, Power Apps, Power Automate

Applied AI integration: Python plugins, MCP servers and tools, Microsoft Foundry agents, .NET-Python integration, multi-agent orchestration, canonical JSON, schema validation, dynamic prompt arrays

Analysis & delivery: Business and systems analysis, requirements workshops, process mapping, BRD/FRD/SDD, user stories, KPI governance, UAT, production support, stakeholder management, mentoring

PROFESSIONAL EXPERIENCE

EY Global Delivery Services India LLP

Sep 2021 - Present

Senior - Analytics / BI / Data Solutions

Gurugram, India

- Rebuilt and validated **110+ Qlik reports** within a **700+ asset modernisation programme**, migrating reporting to Power BI and Microsoft-aligned data models; reconciled metric logic and supported UAT, stakeholder sign-off and cutover readiness.
- Contribute to a current **agentic-solutions engagement** integrating Microsoft Foundry agents, MCP servers, a .NET orchestrator and Python plugins; help shape component architecture, application flow, tool interfaces and multi-agent execution patterns.
- Develop custom **Python transformer and context-parsing plugins**, exposed as MCP tools for controlled agent invocation. Return schema-conformant JSON for downstream .NET orchestration and data curation.
- Design **canonical JSON contracts** carrying client, server, workspace, project and pipeline routing metadata. Build multi-component prompt logic, dynamic prompt arrays and Azure adapter-function validation for controlled top-level JSON lists and defined structures.
- Use **AI-assisted development** for implementation, with engineering review of component boundaries, frontend/application layout, prompt construction, tool contracts, structured-output validation and integration troubleshooting.
- Translate U.S. stakeholder requirements into Power BI, Tableau, SQL, Alteryx, Azure and Power Platform solutions; define KPIs, models, stored procedures, ETL/ELT logic and refresh controls for dependable reporting.

EY Global Delivery Services India LLP (continued)

- Contributed to **EY Law Contract Lifecycle Management reporting** from feasibility through deployment and enhancement, connecting milestones, renewals, obligations and exceptions to embedded analytics and workflow reporting.
- Produce BRDs, SDDs, metric definitions, data dictionaries, reconciliation checks and handover guidance; mentor junior colleagues and resolve data-quality issues through defect triage, root-cause analysis and production support.

DecisionTree Analytics & Services Pvt. Ltd.

Dec 2020 - Sep 2021

Senior Data Analyst - Digital Marketing Data, BI Strategy, Systems & Integrations

Gurugram, India

- Translated cross-channel marketing requirements into **BigQuery, Amazon Redshift and MySQL** warehouse designs, schemas, dashboard specifications, source mappings and validation rules.
- Built and operationalised ingestion, connector and ETL logic across **50+ source types**, including Google Ads API, Google Analytics, Facebook/Bing Ads, FTP feeds, cloud files and warehouse tables; reduced source-to-dashboard turnaround by an estimated **30-40%**.
- Supported **Google Ads Scripts and BigQuery pipelines** for advertising-data ingestion and analysis. Delivered Tableau, DOMO, Power BI and Looker Studio reporting to surface discrepancies, monitor campaign pacing and inform spend decisions.
- Converted requirements into ETL logic, views, validation checks and Java/JAR utilities; documented API capabilities and dependencies, resolved production issues and supported post-release enhancements and technical handover.

FIS (Fidelity Information Services)

Nov 2016 - Dec 2020

Senior Analyst - Business Analytics / Operational Reporting

Gurugram, India

- Worked with **Google Ads support teams through a vendor-partner engagement**, progressing from frontline customer support to quality assurance, pod/team leadership, business analysis and analytics.
- Built **SQL- and Dremel-driven reporting automations**, weekly business-review packs, productivity/utilisation dashboards, attendance/payroll reporting and incentive models for operational decision-making.
- Analysed workflows for the **EPIC enterprise productivity and compliance initiative**; created process flows, metric definitions, delivery plans, pipeline-validation checks and testing documentation. Supported Talend/Alteryx ETL and reporting-readiness work.
- Led pod delivery for **a team of up to 5**, coordinating task allocation, escalations, troubleshooting, testing and stakeholder updates to maintain SLA performance during high-volume reporting cycles.
- Recognised with the **FIS Pioneer Award (2017)**, **Transformative Solutions Award (2018)** and **Star of Innovation in Business Intelligence (2019)**.

CERTIFICATIONS

Microsoft Certified: Fabric Analytics Engineer Associate (DP-600)

Microsoft Certified: AI Business Professional (AB-730)

Google Analytics certification; Google Ads certification

EDUCATION

B.Tech, Biotechnology SRM University, India

2015

INTERNATIONAL MOBILITY, SKILLS ASSESSMENTS & LANGUAGES

Germany: German Chancenkarte / Opportunity Card approved and valid for job search. Full-time employment subject to the appropriate employment residence permit.

Australia: Positive ACS skills assessments for ANZSCO 261111 ICT Business Analyst; 261112 Systems Analyst; 261311 Analyst Programmer; 261312 Developer Programmer; 261313 Software Engineer. Open to employer-sponsored or eligible migration-pathway opportunities.

Languages: English, Hindi and Punjabi; German A2, with B1 examination scheduled for September 2026. English credential: valid PTE Superior score.