

# CHARNRIT KHONGTHANARAT

Bangkok, Thailand | +66 91-435-5439 | pointbcsc2000@hotmail.com | linkedin.com/in/charnrit-khongthanarat  
| github.com/CharnritK

**Senior BI Engineer | Power BI, Databricks, SQL, Python, Azure | Semantic Model & Analytics Engineering**

## PROFESSIONAL SUMMARY

---

Senior BI Engineer / BI Consultant with 8+ years of experience delivering Power BI, SQL, Python, Databricks, and Azure-based analytics solutions across banking, retail, HR, and enterprise consulting environments. Proven in dashboard and report engineering, reporting migration, performance optimization, data quality visibility, and stakeholder-facing solution design. Brings an engineering-led approach to BI through source-controlled semantic model workflows, validation-oriented design, and AI-assisted analytics practices where evidence supports them.

## CORE STRENGTHS

---

**BI & semantic model engineering:** Power BI, DAX, Power BI Paginated Reports, semantic modeling, PBIP, TMDL, PBIR, Tabular Editor, SSRS, Tableau

**Data & platform:** SQL, T-SQL, Hive SQL, Python, PySpark, Azure Databricks, Azure Data Lake, Azure Functions, Azure OpenAI, AWS, HDInsight, Delta Lake, ETL / ELT, Git

**Performance, quality & governance:** dashboard performance tuning, data quality scorecards, validation workflow design, scenario generation, human-reviewed approval controls, unit-test-oriented BI checks

**Consulting & leadership:** stakeholder management, solution shaping, architecture input, agile delivery, client enablement, mentoring, Thai / English communication, community speaking

## PROFESSIONAL EXPERIENCE

---

**Accenture Thailand** | *Vis & Interaction Science Consultant*

Oct 2022 - Present

- Designed curated Silver / Gold data layers on Azure Databricks to consolidate customer records across banking entities and support cross-sell analytics use cases.
- Built a Power BI Data Quality Scorecard adopted by enterprise data-governance stakeholders to improve visibility into data issues and reporting trust.
- Led dashboard performance tuning for a major convenience retail client in Thailand by redesigning the dataset and SQL, reducing average load time from 90 seconds to 7 seconds across analytics used by five departments.
- Shaped analytics change requests by defining data flows, Azure services, and dashboard capability aligned to client requirements.
- Developed a Gen-AI debt-collection POC using Azure OpenAI and banking data to explore more personalized messaging strategies.

**Adastra (Thailand)** | *Data Engineer & BI Developer*

Jul 2021 - Oct 2022

- Delivered migration of 10+ sales and inventory reports from Cognos to Power BI Paginated Reports for a Canadian retail client.
- Worked in offshore delivery with Canadian stakeholders and multinational teams to analyze solution alternatives across applications, data management, integration, and reporting.
- Developed and maintained scalable data pipelines while supporting code development, testing, troubleshooting, and reporting workflows.
- Built an inventory application using Microsoft Power Apps to support operational workflows.

## **Business Computer Service Center (BCSC) | *Power BI Developer & BI Consultant* Mar 2020 - Jul 2021**

- Owned end-to-end BI delivery for ERP clients, from consultation and requirements discussion through dashboard development and solution support.
- Built customized dashboards on ERP data for clients including a luxury retailer, manufacturer, and UNICEF-related work.
- Led the BI stream within the ERP context and translated operational data into client-facing reporting solutions.
- Trained client analysts on Power BI best practices to improve adoption and reporting capability.

## **M.I.S.S.Consult | *People Development Consultant* Oct 2017 - Feb 2020**

- Managed analytics for HR assessment programs and automated report creation to improve reporting efficiency.
- Assessed client needs, shaped project plans, managed expectations, and developed client solutions.
- Designed processes, organizational approaches, and learning programs intended to support business improvement.

## **SELECTED TECHNICAL DIFFERENTIATOR**

---

### **Power BI Automated Measure Testing with PBIP**

- Built a Power BI measure-validation project using PBIP, Python, and AI-assisted tooling to treat semantic models as testable engineering artifacts rather than only report assets.
- Implemented TMDL / PBIR inspection, risky DAX-pattern detection, and automated draft scenario generation for measure validation.
- Structured the workflow so AI-generated scenarios remain draft or inferred until human-reviewed or approved, preserving governance and trust.
- Added lightweight tests for schema validation, invalid statuses, duplicate test IDs, scenario generation, and preservation of reviewed rows during regeneration.

## **SPEAKING, COMMUNITY & CREDENTIALS**

---

- Speaker, Power Platform Community Bootcamp Thailand (Mar 2026) - Presented a Power BI testing framework focused on unit testing, validation gates, and AI-assisted semantic model engineering.
- Speaker, Power Platform Bootcamp Thailand (Feb 2023) - Modernize Operational Reporting with Power BI & Paginated Reports.
- Speaker, Power Platform Bootcamp Thailand (Mar 2021) - Increase Time Efficiency on your Power BI Project with Tabular Editor.
- Microsoft Certified Trainer (2021-2022).
- 1st Place, 42 Bangkok x CPF Virtual Hackathon (Jul 2021) - On-shelf product availability with image processing.

## **EDUCATION**

---

- MBA, Business Administration - Chulalongkorn University, 2014-2017
- B.Econ., Industrial Organization - Chulalongkorn University, 2010-2014

## **CERTIFICATIONS**

---

- Microsoft Certified: Data Analyst Associate
- Microsoft Certified: Azure Data Fundamentals
- Microsoft Certified: Power Platform Fundamentals