

POWER BI TEAM PROFILES

# A Power BI team that doesn't depend on one person.

Every BICS engagement is staffed with a lead developer who owns the build and a backup project manager who also develops in Power BI and knows the model. Principal oversight sits above both. When someone takes vacation or moves on, the reporting keeps moving.

## LEAD DEVELOPER

Owns the semantic model, DAX, refresh pipeline and report pages from first draft to production.

## BACKUP PM WHO BUILDS

Runs the weekly cadence and backlog, knows the model, and can pick up development on any day.

## PRINCIPAL OVERSIGHT

Reviews the design against how your leadership actually decides, and stays accountable for the result.

The core of our Power BI practice came out of Duke Energy's analytics organization, where each of us built reporting for regulated, high-volume operations before joining BICS.



## Jonathon Martin

### LEAD POWER BI CONSULTANT

Leads Power BI engagements across client environments, from discovery through deployment and ongoing tuning. Lead developer on a six-solution Power Platform modernization for a Florida state agency.

- Enterprise Analytics & Visualization Consultant, Duke Energy (2020–2024)
- Business Intelligence & Reporting Consultant, Charter Communications (2019)

DAX & Power Query

Row-level security

SQL Server · Snowflake · Oracle

ETL/ELT

Python automation



## Brandon Atkins

### PRINCIPAL BI DEVELOPER · PROJECT MANAGER

The backup PM who also builds. Manages client timelines and deliverables while developing in Power BI, Power Apps and Power Automate, so he can step into the model on any given day.

- Product Owner and Visualization Consultant, Duke Energy (2020–2023)
- Visualization Developer, Coca-Cola Consolidated; Programmer/Analyst, Tyson Foods
- Certified Scrum Master and Certified Scrum Product Owner

Power BI

Power Apps

Power Automate

SAP HANA / BusinessObjects

AWS Redshift



## Kelsey Summey

### SR. ANALYTICS & SOLUTIONS CONSULTANT · PROJECT MANAGER

Runs engagements end to end and turns technical work into decisions leadership can act on. M.S. in Data Science and Business Analytics, UNC Charlotte.

- Analytics & Solutions Consultant, Duke Energy (2022–2026): built Power BI reporting and advised seven departments on KPIs
- Led a Salesforce integration; Python forecasting for load and revenue

Power BI & DAX

SQL

Python

KPI frameworks

Forecasting



## Nichole McKinney

### FOUNDER & CEO · PRINCIPAL OVERSIGHT

About ten years in automation, API integration, reporting and analytics at Duke Energy before founding BICS in 2018. Top Rated Plus and Expert-Vetted on Upwork, and teaches the Microsoft data stack to more than 100,000 YouTube subscribers.

## A steady weekly rhythm

Every engagement runs on the same agile cadence: a weekly call, a show-and-tell of working pages, and a shared backlog you can see.

|                                                                                                                      |                                                                                           |                                                                                                                       |                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <b>1. Discovery</b><br>Access to data, the decisions the reports must support, and the KPI definitions written down. | <b>2. Model</b><br>A semantic model with documented measures, validated source to report. | <b>3. Weekly show-and-tell</b><br>Working pages every week, adjusted from your feedback, not a big reveal at the end. | <b>4. Handoff and support</b><br>Documentation, training, and ongoing enhancements as your needs change. |
|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|

## One hire or a team

Many clients use us alongside their own analyst. Others use us in place of a hire while the role is open, or instead of one.

|                              | A SINGLE HIRE                                                                     | A BICS TEAM                                                                            |
|------------------------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <b>Vacation and turnover</b> | Work pauses while the person is out; a departure restarts recruiting and ramp-up. | A lead and a backup developer both know the model, so the work continues.              |
| <b>Time to first report</b>  | Recruiting, onboarding and learning the data come first.                          | Work starts from patterns we have built before, with pages shown in the opening weeks. |
| <b>Breadth</b>               | Depends on one person's mix of skills.                                            | Power BI, SQL, Power Automate, Power Apps, Python and Azure across the team.           |
| <b>Where knowledge lives</b> | With one person.                                                                  | In a documented model and measures that more than one person knows.                    |

Power BI is the primary deliverable. If some readers don't hold Power BI licenses, we can also publish the same reporting as a no-license custom web app.

### Talk it through with Nichole

Book 30 minutes: [calendly.com/powerbiconsultingservices/30min](https://calendly.com/powerbiconsultingservices/30min)  
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