

LUCA GENNA

Data Analyst & Power BI Developer

lucagenna.design@gmail.com | +39 339 2575702

LinkedIn: [linkedin.com/in/luca-genna](https://www.linkedin.com/in/luca-genna)

Portfolio: www.ddlg.it

PROFESSIONAL SUMMARY

Data Analyst and Power BI Developer with a strong focus on business intelligence, data modeling, and insight-driven reporting. Over the last years, I have intentionally transitioned from Product and UX Design into data analytics, specializing in the design and delivery of end-to-end Power BI solutions—from data preparation and modeling to executive dashboards and actionable insights. I combine solid analytical skills with strong data storytelling and stakeholder-oriented communication.

CORE SKILLS

Data Analysis & Business Intelligence

- Power BI (Desktop & Service): interactive dashboards, enterprise reporting, data modeling (Star Schema)
- DAX: advanced measures, KPIs, time intelligence
- Power Query: ETL, data cleansing and transformations
- SQL and data source integration (Excel, CSV, databases)

Data Visualization & Storytelling

- Insight-driven dashboard design for business stakeholders
- Data storytelling and executive-level reporting

Business & Delivery

- Business requirements gathering and analysis
 - Collaboration with Finance, Operations, and Management teams
 - Agile / Scrum methodologies
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PROFESSIONAL EXPERIENCE

Freelance Data Visualization Consultant – Power BI

Kenvue (formerly Johnson & Johnson Consumer Health) | July 2023 – Present

- Designed and delivered end-to-end Power BI reporting solutions for the Real Estate division
- Developed dashboards to monitor real estate portfolios, financial KPIs, and operational metrics
- Built and optimized data models and DAX measures to improve report performance
- Defined a Power BI reporting design system and supported executive presentations in PowerPoint

Freelance Data Analyst & Power BI Developer

Rome | January 2023 – Present

- Designed analytical dashboards and management reports for consulting firms (e.g. Glengarra)
- Supported strategic decision-making through data analysis and advanced visualization
- Translated business needs into data models, KPIs, and interactive Power BI reports

UX Consultant / Product Designer

Design Brothers – Cagliari | April 2021 – January 2023

- Led UX/UI design for a complex MedTech platform for UK-based client Oncologica
- Worked closely with cross-functional teams to translate complex medical requirements into highly usable digital solutions

Graphic & Design Consultant

Italian Equestrian Sports Federation (FISE) – Rome | September 2018 – April 2021

- Collaborated with the marketing team on digital and offline communication initiatives
- Developed visual identities and communication materials for institutional events and campaigns

CERTIFICATIONS & PROFESSIONAL TRAINING

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

April 2026 | 810/1000

- Prepare the data
- Model the data
- Visualize and analyze the data
- Manage and secure Power BI

Microsoft Power BI Data Analyst – Professional Certificate

Coursera | December 2025

- Data preparation with Excel and Power BI
 - ETL processes and data modeling (Star Schema)
 - Data analysis and visualization with Power BI
 - DAX, advanced reporting, deployment, and governance
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EDUCATION

Bachelor's Degree in Interaction Design

IED – Istituto Europeo di Design, Rome | 2017 – 2020

Graduated with Honors (110/110 cum laude)

Bachelor's Degree in Communication, Media and Advertising

Università Telematica Internazionale Uninettuno | 2014 – 2017

Final grade: 106/110

LANGUAGES

Italian – Native

English – Professional proficiency (IELTS 6.5)