

Alessandro Elena

📍 Maroochydore, Sunshine Coast | 📩 alessandro.elena01@gmail.com | ☎️ 0484246614

[LinkedIn](#) | [Portfolio](#)

SUMMARY

Results-driven Business & Data Analyst with proven experience in operations, data visualization, and strategic planning across retail, manufacturing, and e-commerce sectors.

I combine analytical expertise with a practical business mindset, managing workflows, analysing sales performance, and turning data into clear, actionable insights.

Recently expanding my work to Australia as an ABN-registered freelancer, I aim to support businesses by streamlining reporting processes, improving data accuracy, and driving smarter operational decisions.



WHAT I CAN OFFER

- Operational Efficiency: Design and streamline **business workflows**, reducing bottlenecks and improving **daily coordination**.
- Data Analysis & Reporting: Transform raw data into interactive dashboards and clear insights using **Excel**, **Power BI**, and **SQL**.
- Strategic Insights: Develop **analytical reports** to support business growth, forecasting, and performance monitoring.
- Customer & Project Support: Manage client onboarding, marketplace operations, and feedback tracking.
- Cross-Functional Collaboration: Bridge communication between technical, sales, and management teams in remote environments.



EXPERIENCE

Business Analyst — Erbacher's (Australia)

Aug 2024 – Present

- Manage weekly sales performance reports and product profitability dashboards.
- Analyze seasonal trends to support purchasing and stock optimization decisions.
- Collaborate with management to align production planning and marketing.

Production Manager — The Surfboard Warehouse (Australia)

Apr 2022 – Jun 2024

- Oversaw daily operations and production flow; increased output by 90% within one year.
- Designed forecasts and purchasing plans, reducing material waste by 12%.
- Led post-SAP operational adjustments and BI reporting.

Founder — South Swell Surfboards (Italy/Australia)

2020 – Present

- Manage business operations, costs, and sales performance.
- Conduct profitability and seasonal analysis to guide production and marketing.
- Build Power BI dashboards for revenue, materials, and performance tracking.

EDUCATION & CERTIFICATIONS

- B.A. IN TOURISM & ECONOMICS, UNIVERSITY OF GENOA
- DATA ANALYST CERTIFICATION – EXCELR SOLUTIONS
- AI & GENERATIVE AI CERTIFICATION – UDACITY (ACCENTURE PROGRAM)
- MACHINE LEARNING & BUSINESS INTELLIGENCE TRAINING – EXCELR

SKILLS

Data Tools: Excel (Advanced), Power BI, Tableau, SQL, MySQL

Programming: Python

Soft Skills: Communication, Problem Solving, Remote Collaboration, Project Management