

Joao Pedro Sobral

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PROFESSIONAL SUMMARY

Results-driven professional with experience in sales operations, business analysis, and data reporting. Proven ability to design dashboards, build forecasting models, and develop actionable insights that improve revenue growth, customer retention, and operational efficiency. Recognized for adaptability, problem-solving, and delivering measurable impact in fast-paced, data-driven environments.

PROFESSIONAL EXPERIENCE

TPx Communications

August 2023-Present

Sales Analyst

- Designed and maintained Salesforce dashboards tracking lead conversion, pipeline velocity, and campaign performance, enabling leadership to make data-driven prioritization decisions.
- Built Excel reporting models (pivot tables, lookups, and trend analysis) to monitor acquisition trends and retention signals, uncovering drivers of an 18% increase in new customer acquisition.
- Generated \$200K+ in annual sales by implementing targeted engagement strategies, using Salesforce and ZoomInfo analytics to prioritize high-potential leads.
- Developed weekly KPI reports in Excel and Salesforce (conversion %, call-to-meeting ratio, campaign ROI) that management used to adjust outreach strategy in real time.

Sabre Corporation

April 2022-May 2023

Business Analyst

- Constructed pricing frameworks for exclusive loyalty segments by performing margin analysis in Excel, ensuring competitive offerings aligned with internal profitability goals.
- Leveraged SQL aggregate functions and GROUP BY clauses to analyze historical booking data and seasonal trends, optimizing pricing strategies for both online and group client segments.
- Designed and presented Power BI dashboards and Excel client health reports for leadership, ensuring data-driven decision-making across cross-functional teams.

Carlogix

August 2020-March 2022

Operations Analyst

- Analyzed fleet and delivery data in Excel to optimize vehicle scheduling and routing, reducing delivery delays by 20% and boosting customer satisfaction by 15%.
- Built cost and performance tracking models in Excel that improved budget adherence by 10%, providing leadership with actionable insights for resource allocation.
- Developed forecasting tools in Excel and SQL for fleet utilization and cost projections, enhancing budget planning accuracy and long-term efficiency.

EDUCATION

University of Central Florida

Orlando, Florida

Bachelor of Science in Business Administration, Economics

- **Cumulative GPA:** 3.4

ADDITIONAL INFORMATION

- **Languages:** Portuguese (Native) | English (Native) | Spanish (Native)
- **Technical Skills:** SQL, Python, Excel Expert Certified (Office 2019), R, Stata, Power BI, Microsoft office.