

Bianca Pereira

Brazilian | Female | 23 years old

Target MSc: Management / Strategy

PROFESSIONAL EXPERIENCE

Business Analyst Intern - Itaú Unibanco, São Paulo

July 2023 - December 2023

Conducted market, financial and customer data analyses to support decision-making for retail banking products

Analyzed product profitability, customer acquisition costs and revenue drivers across different client segments

Designed and maintained Excel dashboards to track key performance indicators (KPIs) such as customer acquisition, retention and cross-selling

Collaborated with senior analysts and product managers to prepare management presentations and performance reports

Contributed to data-driven recommendations aimed at improving product positioning and operational efficiency

Strategy Intern - Ambev (AB InBev Group)

January 2023 - June 2023

Supported pricing and commercial strategy for FMCG products across multiple brands and distribution channels

Conducted competitor benchmarking, analyzing price positioning, promotions and market shares

Performed market sizing and demand analysis to assess growth opportunities in selected regions

Assisted in building financial scenarios to evaluate the impact of pricing and volume changes on revenue and margins

Worked closely with strategy and commercial teams in a multinational environment

Student Consultant - FGV Junior Enterprise

2021 - 2022

Participated in consulting projects for small and medium-sized enterprises (SMEs) in retail and logistics sectors

Conducted diagnostic analyses of clients' business models, cost structures and operational processes

Developed market studies and strategic recommendations focused on growth, pricing and process optimization

Presented findings and actionable recommendations directly to clients' management teams

EDUCATION

Bachelor in Business Administration

Fundação Getulio Vargas (FGV), São Paulo

2019 - 2023

Core coursework in strategy, corporate finance, marketing, operations and economics

Strong quantitative training with applied projects in market analysis and financial decision-making

Graduated from one of Brazil's top-ranked business schools, known for analytical rigor and selectivity

SKILLS

Market analysis and competitive intelligence

Financial analysis and basic financial modeling

Strategic problem structuring

TECHNICAL SKILLS

Excel (advanced spreadsheets, dashboards, basic financial models)

PowerPoint (structured presentations, executive summaries)

Basic SQL (data extraction and simple queries)
Analytical

LANGUAGES

Portuguese: Native
English: Fluent
Spanish: Intermediate

PERSONAL INTERESTS

Football, macroeconomics, entrepreneurship, endurance running