

Rafael Pinto

Title: Business Analytics Consultant
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Summary

Data-driven consultant with 2 years of experience in business analytics and performance improvement. Skilled in translating data insights into actionable business strategies. Passionate about helping organizations leverage data for competitive advantage.

Experience

Farfetch – Braga

Business Intelligence Analyst
June 2023 – Present

- Developed KPI dashboards to track business performance across multiple markets.
- Conducted customer segmentation analysis to inform targeted marketing campaigns.
- Implemented predictive models for sales forecasting and inventory optimization.

NOS – Porto

Data Analyst
August 2021 – May 2023

- Analyzed customer behavior and usage patterns to identify upselling opportunities.
 - Created automated reports to monitor service quality and customer satisfaction.
 - Collaborated with marketing teams to measure campaign effectiveness.
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Education

University of Minho – Braga

MSc in Business Analytics
2019 – 2021

ISCTE Business School – Lisbon

BSc in Management
2016 – 2019

Skills

- Data analysis and visualization

- SQL, Python, R
- Power BI, Tableau
- Statistical modeling and forecasting
- Portuguese (native), English (fluent)
- Strong problem-solving abilities