

ALESSANDRO BRANCO

Torrance, CA 90504

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SUMMARY

Entry-level Data Analyst with proven ability to turn data into business results. Increased revenue by 35% and boosted retention by 25% through actionable insights using Python, SQL, and Power BI. Certified in IBM Data Analytics. Combines a strong foundation in mathematics with hands-on experience in analytics, sales, and education.

SKILLS

- **Programming & Analysis:** Python (Pandas, NumPy), SQL, JavaScript
 - **Data Visualization:** Power BI, Tableau, Excel (DAX, Power Query, VLOOKUP)
 - **Analytics Techniques:** RFM Segmentation, A/B Testing, Cohort Analysis, Forecasting
 - **Databases & Tools:** MySQL, PostgreSQL, Salesforce CRM, Jupyter Notebooks
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EXPERIENCE

Data Analyst & Retail Sales Manager

Dania 18 California – Torrance, CA

- Automated Power BI reporting, saving 30+ hours/month in manual analysis
 - Increased online revenue by 35% through Python/SQL funnel analysis
 - Boosted customer retention by 25% using RFM segmentation and campaign targeting
 - Improved data accuracy by 40% through validation processes
- Led A/B testing strategies that raised marketing ROI by 20%

Mathematics Teacher

Moderna Organização Pedagógica Integrada – Brazil

Oct 2013 – Dec 2019

- Developed predictive models that reduced student failure rates by 18%
 - Improved student performance by 15% through data-informed curriculum redesign
 - Advocated for data-driven approaches in classroom planning and assessment
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PROJECTS

Retail Sales Performance Dashboard

Developed Power BI dashboard tracking 12K+ transactions, uncovering sales trends and stockout patterns

Tools: Power BI, SQL, Salesforce API

NYC Public School SAT Analysis

Performed SQL-based analysis of SAT performance across NYC schools, identifying top performers and borough disparities

Tools: SQLite, Python (Pandas, Matplotlib), Jupyter

Motorcycle Parts Wholesale Revenue Analysis

Analyzed seasonal trends and product line performance across warehouses using cohort analysis

Tools: SQLite, Python (Pandas, Seaborn), Jupyter

Netflix 1990s Movie Trends

Explored Netflix's 90s catalog to uncover genre and duration trends, supporting content strategy

Tools: SQLite, Python, Pandas, Jupyter

EDUCATION

Postgraduate Certificate in Mathematical Learning

Universidade do Estado do Rio de Janeiro, 2016

Relevant coursework: Quantitative Methods, Statistical Modeling, Data Visualization

Bachelor's in Mathematics

Universidade Federal Rural do Rio de Janeiro, 2014

Relevant coursework: Database Concepts, Statistical Analysis, Data Mining

CERTIFICATIONS

- IBM Data Analytics Professional Certificate - Coursera
- Data Analyst with Python - DataCamp
- Associate Data Analyst in SQL - DataCamp

ADDITIONAL

- Languages: Fluent English & Portuguese
- Authorization: US Citizen (No sponsorship required)
- Portfolio: alessandrobranco.com