Alessandro Branco

Business Analyst | Operations & Sales Analytics

Torrance, CA

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PROFESSIONAL SUMMARY

Business Analyst with hands-on experience supporting sales, ecommerce, and retail operations through data analysis, reporting, and process improvement. Background in sales management and mathematics education, with strengths in requirements gathering, KPI tracking, stakeholder communication, and business reporting using SQL, Power BI, Excel, and Python. Proven ability to translate business needs into structured analysis and actionable insights that support operational and revenue decisions.

CORE SKILLS

Business Analysis: Requirements gathering, business process analysis, KPI definition and tracking, stakeholder communication, reporting and dashboards, operations analysis, sales and ecommerce analytics, process improvement, basic forecasting

Data & Technical: SQL, Power BI, Excel, Python (pandas), Git, Jupyter Notebook

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PROFESSIONAL EXPERIENCE

Retail Sales Manager / Operations Analyst – Memoreez (Torrance, CA)

2021 – Present

- Gather business and reporting requirements to define operational KPIs and success metrics.
- Build recurring SQL, Excel, and Power BI reports to track in-store and ecommerce performance.
- Analyze revenue trends, product performance, customer behavior, and inventory to support pricing, promotion, and replenishment decisions.
- Document sales workflows and standardize dashboards to improve reporting consistency.
- Manage scheduling, onboarding, and performance tracking for a four-person sales team.

Business impact: Standardized KPI reporting, improved multi-channel sales visibility, and enabled data-driven decisions for promotions, staffing, and inventory planning.

Mathematics Teacher (Data-Informed Instruction) – MOPI (Brazil)
2013 – 2019
- Analyzed student performance data using Excel to identify trends and learning gaps.
- Produced reports for administrators to support instructional planning.
- Evaluated intervention effectiveness using quantitative analysis.
- Communicated findings to non-technical stakeholders.

Business impact: Improved visibility into performance trends and supported data-driven planning.

PROJECT EXPERIENCE

Retail Operations Performance Dashboard – Power BI, SQL, Excel
Customer Retention & Segmentation Analysis – Python, Excel Sales
Trend & Forecasting Analysis – Excel, Python

EDUCATION

Post-Graduate Certificate – Mathematics Education
Universidade do Estado do Rio de Janeiro (UERJ)

Bachelor of Mathematics
Universidade Federal Rural do Rio de Janeiro (UFRuralRJ)

CERTIFICATIONS

Microsoft PL-300 – Power BI Data Analyst (in progress)
IBM Data Analytics Professional Certificate – Coursera
SQL Associate Certification – DataCamp

ADDITIONAL INFORMATION

Languages: English, Portuguese
Work Authorization: U.S. Citizen
Target Roles: Business Analyst, Operations Analyst, Sales Operations Analyst