Ana Perri's CV

Ana Caroline Perri Romagna

Business Analytics Student | Data & Operations Analyst

LinkedIn

Currently

Business Analytics student at Brigham Young University–Idaho, developing expertise in analytics, supply chain, and business intelligence.

Specialized in

Data analytics, process improvement, dashboard development, CRM analytics, business intelligence, and supply chain insights.

Research interests

Sales analytics, customer segmentation, forecasting, supply chain optimization, retail operations, automation, and cross-functional reporting.

Education

July 2022 - July 2026
Brigham Young University–Idaho, Rexburg, ID
Business Analytics (BS)
- Areas of Interest: Data Analytics, Supply Chain Management, Logistics Management

Experience

September 2025 - Present
Business Operations Analyst Intern, Makai Fruits (Remote/Rexburg, ID)
- Built dynamic Power BI dashboards integrating CRM and sales data, reducing manual reporting time by 60% and enabling real-time visibility into performance.
- Developed customer segmentation and recency–frequency models that improved sales follow-up efficiency by 35% and increased recurring revenue opportunities.
- Translated sales trends into actionable insights, improving forecasting accuracy and supporting strategic decisions across departments.

January 2025 - April 2025
Project Consultant – Sales Reporting & Analytics, EaglePros Lawn Care Services, Rexburg, ID
- Boosted lead engagement by 30% through dashboards highlighting high-potential leads and optimizing team outreach.
- Eliminated 90% of manual reporting time by building an automated Excel tool that became the company's primary system for tracking leads and sales KPIs.

September 2024 - December 2024
Assistant Store Manager – Administration, Gaucho's Supermarket, Manaus, Brazil
- Built 3 automated visual models in Excel and Power BI, improving decision-making efficiency across departments by 25%.
- Redesigned and automated inventory control systems, reducing stock discrepancies across 4 departments.
- Managed inventory operations using analytics to ensure accuracy and availability, increasing reliability by 15%.

September 2022 - December 2022
Company Leader – Finance (CEO), Cookie Jar (Integrated Business Core), Rexburg, ID
- Co-founded a 19-student startup selling cookie mix jars, contributing to marketing, operations, and strategy.
- As CEO, implemented a new business model that increased revenue by 30% during a 35% decline.
- Designed new marketing strategies that resulted in a 58% sales increase and the highest performance of the semester.

Achievements

2025
Winner – **Melaleuca Case Competition**
- Created and pitched a high-ROI market expansion strategy to Melaleuca executives, identifying

opportunities in an \$85B+ wellness industry supported by market research and financial modeling.

2022–2026
BYU-I Grant Scholarship
- Awarded for academic excellence.

Skills

- **Data Analysis:** Excel, Python, R, SQL, VBA, AI prompt engineering

- **Business Intelligence:** Power BI, Tableau, DAX

- **Soft Skills:** Problem-solving, proactivity, leadership, teamwork, collaboration

- **Languages:** Portuguese (native), Japanese, Spanish

- **Other:** Microsoft Office proficiency