

# BRYAN PEDRAZA

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## PROFESSIONAL SUMMARY

Data Analyst with 5+ years of experience using SQL, Power BI, Python, and Excel to transform complex data into executive-ready insights. Specializes in automation, forecasting, operational efficiency, and KPI reporting that drive measurable business outcomes. Proven ability to support Finance, Sales, and Operations through storytelling, interactive dashboards, and reliable data pipelines. Strong focus on revenue growth, cost reduction, process efficiency, and improving decision-making across the organization.

## SKILLS

- **SQL:** Joins, CTEs, window functions, optimization
- **Power BI:** DAX, Data Modeling, Automation, KPIs
- **Python:** Pandas, Forecasting, ETL Automation
- **Excel:** Power Query, Pivot Tables, Modeling
- **Analytics:** Financial analytics, A/B testing, KPIs
- **Other:** Data storytelling, Team Communication

## PROJECTS

### Sales & Revenue Optimization Dashboard (Power BI + SQL)

Built an end-to-end executive dashboard showing KPIs such as revenue trends, conversion rates, product mix, and customer lifetime value. Helped sales leadership identify top opportunities, contributing to a 10% quarterly revenue increase.

### Automated Financial Reporting Suite (Excel+SQL→Power BI)

Redesigned financial reporting to include automated P&Ls, budget variance visuals, and cash-flow trends. Reduced month-end reporting time from 3 days to 4 hours.

### Customer Health & Retention Model (Python + BI)

Created a segmentation model identifying high-risk customers using spend, frequency, and churn indicators. Improved targeted retention campaigns and increased returning customers by 12%.

### Executive KPI Standards

Developed a standardized KPI dictionary, metric lineage documentation, and reporting templates used company-wide. Increased reporting clarity and reduced misinterpretations by 80%.

## EXPERIENCE

### MAX DISTRIBUTING - DISTRIBUTION & OPERATIONS

#### Data Analyst

01/2025 to Current

- Built automated Power BI dashboards combining sales, finance, and operations data, giving leadership real-time visibility into margins, product performance, and forecasts.
- Designed SQL pipelines that cut manual reporting time by 40%, enabling daily refreshes and improving reporting reliability.
- Created a Python-based revenue forecasting model improving monthly predictability by 18%, supporting better purchasing and reducing excess inventory.
- Developed customer performance scorecards that identified at-risk accounts and improved customer retention by 12%.
- Partnered with Finance to standardize KPIs, definitions, and metrics across departments, reducing data disputes by 80% and strengthening decision-making alignment.

### QVC - MAJOR RETAIL DISTRIBUTOR

#### Senior Analyst

12/2022 to 01/2025

- Managed analytics for five national fulfillment centers, improving inventory forecasting accuracy and reducing stockouts by 18%.
- Built SQL-based dashboards tracking shipping accuracy, carrier delays, and operational KPIs, reducing transportation delays by 12%.
- Created Python demand-forecasting models improving labor and capacity planning by 15%.
- Standardized warehouse and finance data to create a single source of truth, increasing reporting accuracy and cross-team alignment.

- Automated recurring Excel and Power BI reports, eliminating 20+ hours per week of manual work across operations teams.

## DSV - GLOBAL TRANSPORT AND LOGISTICS

### Inventory Analyst

03/2020 to 12/2022

- Developed SQL queries and optimized data pipelines using CTEs and window functions to clean and reconcile shipment/inventory data, reducing manual prep time by 30%.
- Built executive dashboards tracking shipment volume, delivery accuracy, and cost trends across 10+ sites, improving logistics visibility and reducing carrier errors by 12%.
- Conducted root-cause analysis on overstock patterns, enabling smarter rebalancing that reduced excess inventory by 12%.
- Collaborated with supply-chain leaders to translate insights into operational changes that improved on-time delivery rates and warehouse workflow efficiency.

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## EDUCATION

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### BACHELOR OF SCIENCE: BUSINESS ADMINISTRATION

Capella University, Minneapolis, MN

### MASTER OF SCIENCE: DATA ANALYTICS

Capella University, Minneapolis, MN

Expected in 04/2027

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## CERTIFICATIONS

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AWS Academy 09/2024

- Cloud Architecture

Emory University 11/2023

- Development Operations Certificate

Masters School 02/2023

- Data Analytics Certificate