GABRIELA CASCIONE

Data Analyst · Operations Analyst · Business Analyst · Analytics & Operations

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PROFILE

10+ years in international operations taught me to make high-stakes decisions with whatever information was available. What I lacked was the analytical infrastructure to make those calls with confidence — so I went and built it. I retrained in SQL, Python, Tableau, and Excel, and what I discovered is that my background isn't a detour. It's an advantage. Most analysts learn to read data. Very few understand what it feels like to need that data. I bridge the gap between analysis and action — and I communicate findings to non-technical audiences because I was that audience for over a decade.

EDUCATION & TRAINING

Data Analytics Program · **CareerFoundry**   *Nov 2025 – Feb 2026*
  – Full-curriculum program covering end-to-end analytics: data cleaning, SQL, Python-based analysis, and Tableau dashboard development

Certificate in Business · **Insper, São Paulo**   *2013 – 2014*

Bachelor's in Tourism · **Universidade de São Paulo (ECA)**   *2006 – 2009*

DATA ANALYTICS PROJECTS

01 GameCo – Global Video Game Sales Analysis *Excel · Pivot Tables · Descriptive Statistics · Data Visualization*

GameCo needed to predict how upcoming titles would perform globally before launch. Analyzed decades of historical sales data to map genre trends, regional preferences, and competitor positioning across three major markets. Delivered strategic recommendations for marketing budget allocation by region and identified untapped growth opportunities in Europe and Japan.

02 Flu Season – US Healthcare Staffing Optimization *Excel · Tableau · Statistical Hypothesis Testing · Forecasting · Visual Storytelling*

A medical staffing agency needed a data-driven framework to deploy temporary staff across all 50 US states during influenza season. Analyzed flu mortality and age-specific vulnerability data to identify peak periods and high-risk regions. Delivered a two-tier staffing model distinguishing high-volume states (Nov–Mar focus) from year-round critical intervention states.

03 Rockbuster – SQL Revenue & Customer Analysis *SQL (PostgreSQL) · Relational Databases · CTEs · Subqueries · Joins · Tableau*

Rockbuster needed to understand where revenue was concentrated before planning expansion. Queried a relational database to uncover rental patterns, top-grossing titles, and high-value customer locations by region. Recommended prioritizing the top 10 markets and targeting specific genres and ratings to drive revenue growth.

04 Instacart – Customer Segmentation & Marketing Strategy *Python · pandas · Jupyter Notebooks · Seaborn · Matplotlib · Data Wrangling*

Instacart needed to move beyond broad promotions and target the right customers at the right time. Segmented customers by behavior, loyalty, demographics, and region to identify peak windows, high-spend patterns, and product preferences. Delivered a targeted campaign strategy by region, time of day, and customer profile.

05 Pig E. Bank – AML Compliance & Churn Prediction *Excel · Predictive Modeling · Decision Trees · Time Series · Data Ethics · Big Data*

Pig E. Bank needed to identify at-risk customers and understand the profile driving churn. Built a decision tree model on behavioral and demographic data to predict churn risk and surface the key characteristics of customers likely to close accounts.

WORK EXPERIENCE

Director of Operations · **Ventura Travel GmbH**   *Nov 2022 – Nov 2025*
- Led multi-department operations across international markets, using KPI dashboards and performance data to guide decisions and ensure brand compliance
- Managed EUR 300K+ annual budgets; monitored cost performance and implemented data-driven process improvements reducing operational costs by 10%
- Designed department-level KPI frameworks and used performance data to identify gaps and drive continuous improvement
- Mentored department heads on performance management and data-informed decision-making
- Maintained full compliance with safety, legal, financial, and corporate regulations across all markets

Ground Operations Manager · **Ventura Travel GmbH**   *Jan 2021 – Oct 2022*
- Scaled operations into 3 new markets (Southeast Asia, Japan, Africa), cutting costs by 10% while maintaining guest experience quality
- Onboarded a South American supplier into the in-house operations team, training them on internal processes and embedding company culture.
- Led cross-functional process automation projects, saving 15+ hours/week in operational tasks
- Partnered with finance teams to maintain 100% compliance across all departmental reporting

Operations & Host Manager · **Hard Rock Cafe Berlin**   *Apr 2018 – Oct 2020*
- Doubled customer loyalty program enrollments within two months by analyzing guest behavior and designing targeted engagement initiatives
- Coordinated OpenTable software rollout; used seating data to monitor and optimize host team performance against KPIs
- Designed a Lost and Found tracking process, reducing item recovery time to under 24 hours

Retail Supervisor · **Hard Rock Cafe Berlin**   *Jan 2017 – Mar 2018*
- Managed retail operations, inventory tracking, and team performance to meet monthly sales targets

Previous Experiences

Retail Sales Associate · Hard Rock Café Berlin (2016)
B2B Consultant & Team Coordinator · Traveland Viagens e Turismo (2011 – 2016)
Sales Assistant & Event Consultant · Sofitel São Paulo Ibirapuera (2007 – 2011)

SKILLS

Data Analysis	Python (pandas, numpy, matplotlib, seaborn, Jupyter Notebooks, Anaconda) · Excel (pivot tables, data cleaning, charts) · VS Code · Git · GitHub · Google Colab
Databases	SQL (PostgreSQL) · CTEs · Subqueries · Joins
Visualization	Tableau · Looker Studio · Excel Charts
Analytics Skills	KPI Design & Monitoring · OKR Frameworks · Exploratory Data Analysis (EDA) · Customer Segmentation · Predictive Modeling · Statistical Analysis · Data Preparation, Cleaning & Transformation
Business Analysis	Requirements Gathering · Functional Specifications · Process Mapping · Workflow Documentation · Acceptance Criteria · Stakeholder Management
Operations	Budget Management · Process Automation · Cross-functional Project Management · Compliance Reporting
Platforms	Slack · ClickUp · Greenhouse · Spendesk · Payhawk · OpenTable · Opera · Micros · Sabre
Languages	Portuguese (Native) · English (Fluent) · Spanish (Professional) · German (Intermediate) · Italian (Intermediate)