

# Selma Ferraro

## Data Analyst

Jacksonville · FL · US

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## Profile

Highly dependable professional with 12 years of progressive experience in retail operations, customer service, and inventory control. Proven ability to analyze sales trends, manage point-of-sale (POS) data, and support cross-functional teams in fast-paced environments. Adept at translating business needs into actionable reports using Excel, basic SQL scripting (training in progress), and data visualization tools such as Power BI (self-studied). Recognized for meticulous attention to detail, strong problem-solving instincts, and a collaborative mindset that drives process improvements and operational efficiency. Seeking to leverage transferable analytical skills in a senior data analysis role to support digital transformation initiatives.

## Skills

Core Competencies, Technical Proficiencies

## Languages

### English | – Present

Native speaker

### Spanish | – Present

Conversational

## Awards

### Cash Reconciliation Optimization | 2023-01-01

BristolMyers Pharmacy

Reduced average reconciliation time by 23 minutes and lowered variance incidents by 12 % at BristolMyers Pharmacy.

### Inventory Accuracy Enhancement | 2021-01-01

Sunrise Supermarket

Improved fresh-produce inventory accuracy from 92 % to 98 % through audit process redesign at Sunrise Supermarket.

### Pricing Discrepancy Resolution | 2020-01-01

Sunrise Supermarket

Identified and corrected a systemic pricing error, generating \$15,000 in annual savings for Sunrise Supermarket.

### Customer Champion Award | 2014-12-01

Lowe's Home Improvement

Recognized for outstanding service delivery, achieving 15 % higher satisfaction scores during the 2014 holiday quarter at Lowe's.

## Certifications

### Microsoft Certified: Data Analyst Associate (Power BI) – In Progress (Expected Dec 2025) | 2025-12-01

Microsoft

### SQL for Data Analytics (Coursera) – Planned (Enrollment Sep 2025) | 2025-09-01

Coursera

## Interests

### Personal Interests | – Present

- Data storytelling
- Hiking the Florida Trail
- Community culinary workshops

## Experience

### Bristol Myers Pharmacy at Target

Store Operations Analyst (Hybrid – Retail & Pharmacy Section) | 01 Jul 2022 – Present

Serve as the primary point of contact for daily sales and inventory data from 12 pharmacy-adjacent retail registers.

- Extract transaction data using the store's proprietary POS reporting module; clean and format data in Excel for weekly performance reviews.
- Collaborate with the regional supply-chain coordinator to forecast weekly replenishment needs, reducing out-of-stock incidents by 8 % within six months.
- Participate in Agile standup meetings with the store's technology implementation team, providing end-user feedback on new POS features.
- Initiated a simple Power BI dashboard (self-built) that visualizes daily prescription fill volume vs. inventory levels; adopted by store manager for shift planning.
- Key Achievement: Streamlined end-of-day cash reconciliation process, cutting average reconciliation time from 45 minutes to 22 minutes and decreasing cash variance incidents by 12 %.

### Sunrise Supermarket

Customer Experience Supervisor | 01 Mar 2016 – 30 Jun 2022

Supervised a team of 8 cashiers and floor associates, ensuring adherence to store policies and delivering high-quality customer service.

- Managed daily sales reporting, performing variance analysis against weekly forecasts using Excel PivotTables; identified a recurring pricing discrepancy that saved the company \$15,000 annually.
- Conducted inventory audits for the fresh-produce department, reconciling physical counts with system data and implementing corrective procedures that improved inventory accuracy from 92 % to 98 %.
- Coordinated with the IT department to test a new barcode scanning system; documented functional requirements and user acceptance test (UAT) results.
- Provided on-the-job training for new hires on POS operation, cash handling, and basic data entry protocols.

### Lowe's Home Improvement

Retail Sales Associate | 01 Jan 2012 – 28 Feb 2016

Handled high-volume cash and credit transactions, maintaining 99.8 % accuracy in cash drawer balancing.

- Assisted the inventory control team in weekly cycle counts; utilized handheld scanners to upload data into the inventory management system.
- Produced daily sales summary reports for department managers, highlighting top-selling items and recommending stock adjustments.
- Recognized for "Customer Champion" award in 2014 for exceeding satisfaction metrics by 15 % in the Q4 holiday season.

### City of Jacksonville – Department of Housing & Urban Development

Office Assistant (Seasonal) | 01 Jun 2010 – 31 Dec 2011

Provided clerical support during peak filing periods, entering data into spreadsheet templates for grant tracking.

- Assisted in preparing quarterly performance summaries for senior officials, using Excel to compile and format data.

## Education & Training

### Bachelor of Science, Business Administration

University of North Florida

– 01 May 2010

## References

### References

Available upon request.