Pedro Basílio

Head of Customer Success LATAM - Retail Specialist

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With a fast-paced journey from intern to regional leadership. I specialize in stock optimization, demand forecasting, and process automation in the retail sector — combining technology, data analysis, and strategic vision. With a background in Computer Science, Civil Engineering, and an MBA in Data Science, I bridge the gap between technical depth and business needs, guiding my team to deliver scalable, data-driven solutions, with a strong focus on stakeholder management, cross-functional collaboration, and strategic planning.

Skills

Programming	SQL (95%), Python (90%), R (70%), HTML (50%), CSS (50%)
Professional Software	Power BI (95%), Excel (95%)
Languages	Portuguese (Native), English (Fluent), Spanish (Fluent), French (Basic)
Core Skills	Stakeholder Management, Change Management, Strategic Planning, Client Relationship Building, Problem Solving

Work Experience

Onebeat   *Tel Aviv, Israel (Remote)*
Head of Customer Success LATAM   Apr. 2025 - Present
- **Lead regional strategy:** Lead multi-country teams and 68 retail accounts, boosting value and retention in LATAM.
- **Align business and technical goals:** Liaise between executives and technical teams to align data-driven solutions with strategic objectives.
- **Drive scalable growth initiatives:** Implement tailored solutions that improve operational efficiency and customer satisfaction.

Onebeat   *Tel Aviv, Israel (Remote)*
Manager of Customer Success Brazil   Nov. 2024 - Apr 2025
- **Directed Brazilian Customer Success operations:** Managed engagement for 11 key clients, enhancing forecast accuracy and supply chain predictability.
- **Implemented scalable processes:** Improved client satisfaction and operational workflows, increasing delivery efficiency.

Onebeat   *Tel Aviv, Israel (Remote)*
Implementation Expert   Sep. 2023 - Nov. 2024
- **Delivered predictive analytics solutions:** Developed Python and SQL tools to optimize retail operations, increasing algorithm accuracy by 70%.
- **Managed high-profile projects:** Led 10+ projects with key clients such as Pague Menos and Aramis, maintaining a 9.5/10 client satisfaction score.
- **Improved data workflows:** Coordinated end-to-end data collection and dashboard creation, boosting data accuracy by 30% and reducing analysis time by 20

Onebeat   *Tel Aviv, Israel (Remote)*
Data & BI Analyst   Aug. 2021 - Aug. 2023
- **Monitored 2,000+ stores:** Developed BI dashboards and Python scripts, reducing operational downtime by 23%.
- **Implemented ML demand forecasting:** Reduced stock shortages by 74% and inventory by 37%, driving significant cost savings.
- **Collaborated internationally:** Supported projects across 20+ countries, delivering executive reports that increased project approvals by 15%.

NOVUS - Dashboard   *Recife, Brazil*
Freelancer   Jan. 2024 - Present
- **Clients:** Nexel, Marilan, Mdias Branco, RS Logística and Grupo Globo.
- **Integrated ERP data:** Created management dashboards that lowered operational costs by up to 37%.
- **Built ERP solutions:** Delivered stock optimization software, increasing stock accuracy by 68%.

PET - Informatics   *Recife, Brazil*
Scientific researcher   Jun. 2018 - Aug. 2021
- **Led Pernambuco Computer Olympiad:** Increased participation from 153 to 1,542 students.
- **Organized Hackathons and workshops:** Improved programming confidence by 70% among participants.
- **Taught Python courses:** Enhanced digital literacy by 50% among 200+ teenagers and 60+ seniors.

Education

University of São Paulo (USP)   *São Paulo, Brazil*
MBA in Data Science and Analytics   Mar. 2024 – Nov. 2025

Federal University of Pernambuco (UFPE)   *Recife, Brazil*
Bachelor of Science in Computer Science   Jan. 2018 – Nov. 2023
- Thesis: Inventory Optimization — An Approach to Reducing Sales Losses in Retail through Ideal Stock Calculation
- Final Grade: 8.81

Federal University of Pernambuco (UFPE)   *Recife, Brazil*
Bachelor of Science in Civil Engineering   Jan. 2013 – Nov. 2017
- Thesis: Analysis of Feature Ratios at Kilometer 67 of BR 101/PE and Their Correlation with Accident Causes