

Francisco Barros Cruz

Pricing Strategy | Revenue Analytics | AI-Augmented Decision Making | SQL · Power BI · Python

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PROFESSIONAL SUMMARY

Senior professional in Pricing Strategy and Revenue Analytics with 4+ years driving commercial decisions through pricing, revenue management, demand analysis and profitability. Experience developing pricing models, elasticity, commercial mix, channel performance and executive dashboards to support price definition, margins and profitable growth. Active adoption of Generative AI tools (Claude, ChatGPT, Gemini, NotebookLM) to accelerate document analysis, reporting automation, insight generation and strategic workflows. Advanced command of SQL, Power BI and Python for multi-source integration and data governance. Background across retail, travel and telecommunications, with measurable impact on efficiency, sales and revenue (-60% analysis time, +25% digital sales, EUR 2M annually). Focus on commercial strategy, analytical execution, scalability and AI as a productivity multiplier.

PROFESSIONAL EXPERIENCE

Commercial Consultant & Data Analyst | SKINAUTICA

Las Condes, Chile | January 2025 – February 2026

- Automated executive reporting with SQL, Python and Power BI, reducing analysis time by **60%**.
- Integrated data across Bsale (ERP), Shopify and AnyMarket, improving consistency and traceability.
- Built executive dashboards (sell-in/sell-out, margin, turnover, stock and availability).
- Implemented commercial data governance and generated pricing and demand insights.
- Embedded Generative AI (Claude, ChatGPT) into analysis and documentation workflows, accelerating research, SQL query generation and executive reporting.

Revenue Management Analyst | COCHA TRAVEL

Las Condes, Chile | February 2024 – December 2024

- Developed pricing and demand models (elasticity, profitability per product).
- Built Power BI dashboards for commercial performance, demand and forecast.
- Standardized revenue reporting with SQL and BI, enabling growth analysis.
- Contributed to NDC implementation for dynamic pricing, optimizing offer and competitiveness.

Senior Operations Analyst | TELEFÓNICA / Movistar

Providencia, Chile | June 2022 – January 2024

- Led cross-functional initiatives that reduced bad debt by approximately **20%** in handsets.
- Implemented the Trustonic program in coordination with IT and Legal, with annual impact of approximately **EUR 2M**.
- Developed analytics for retention, churn and revenue leakage detection.

SKILLS

AI for Business & Productivity: Applied use of Claude (Pro/Max), ChatGPT, Gemini and NotebookLM for document analysis, strategic research, proposal generation and acceleration of analytical workflows. Working knowledge of agent orchestration frameworks (Claude Code), prompt engineering applied to business cases and workflow automation.

Data & Business Intelligence: Advanced SQL (SQL Server, Oracle), Power BI (DAX, modeling), Python (automation and analysis), advanced Excel, ETL and multi-source integration (Bsale, Shopify, Walmart Marketplace, AnyMarket), AI automation (Claude).

Business & Commercial Analytics: Commercial KPIs, pricing and revenue management, profitability analysis by product and channel, forecasting, demand analysis, commercial mix optimization and e-commerce analytics.

Data Governance & Data Quality: Definition of business rules, data lineage, quality control, consistency across multiple sources, query automation and data model structuring.

Languages: Native Spanish. Advanced English.

EDUCATION

Industrial Engineering – Major in Finance

Universidad de los Andes | Santiago, Chile | 2014 – 2021

- Applied studies in web development.
- Minor in Leadership and Coaching.

KEY ACHIEVEMENTS

- **+25% growth in digital sales** after fixing marketplace integration (AnyMarket).
- **-60% reduction in analysis time** through reporting automation with SQL, Python and Power BI, complemented by Generative AI.
- **NDC implementation** for dynamic pricing, optimizing offer and competitiveness.
- **-20% reduction in bad debt** in handsets through operational control initiatives (Movistar).
- **Trustonic implementation**, generating annual impact of approximately EUR 2M.
- **ERP and marketplace integration** (Bsale, Shopify, Walmart, AnyMarket) improving data consistency and quality.
- **Early adoption of Generative AI** as a personal and professional productivity tool, integrating workflows for analysis, research and executive communication.