

Bakhrom Abdurakhmonov

Business Data Analyst | CPG Retail & Sales Data

St. Louis, Missouri [linkedin.com/in/bakhroma](https://www.linkedin.com/in/bakhroma)

SUMMARY

Financial Business Analyst with 5 years in CPG, turning retailer, syndicated, and ERP data into decisions for sales, category, and finance teams. Built 1st Phorm's first centralized retail data hub in Google BigQuery, own product master data across SPINS, Circana, and NetSuite, and automate recurring reporting with Python, Tableau, and Looker Studio.

EXPERIENCE

Financial Business Analyst
1st Phorm International LLC

Nov 2021 – Present
St. Louis, MO

- Built a centralized retail data hub in Google BigQuery, pulling in-store sales and inventory data via API from Target, Walmart, and other retailers, covering ~3,000 stores and 12 SKUs.
- Connected the hub to a Google Firebase dashboard used by 8+ KAMs and category managers to track velocity, inventory, and low-stock stores; replaced 3-5 manual reports and flagged 20+ stores missing product.
- Built the financial model behind the annual budget and forecast, combining new product launches, planned marketing campaigns, new customer pipeline, existing account trends, and margin impact from upcoming cost changes.
- Own product performance master data across SPINS, Circana, and NetSuite/Oracle, and analyze it to surface cross-channel trends that shape product placement, marketing strategy, and retail expansion.
- Built Tableau dashboards, including a sales heat map and distribution map spanning 30+ states, that closed coverage gaps, prevented duplicate distributor signings, and supported retailer pitches.
- Developed NetSuite, Looker Studio, and Excel dashboards to forecast product demand and track SKU and customer performance, informing rebate and inventory decisions.
- Use Enterprise AI to troubleshoot data issues, dig into datasets, and catch patterns and insights manual analysis would miss; used it to improve existing dashboards and internal tools.
- Automated weekly, monthly, and quarterly reporting with Python (pandas, NumPy) and Excel macros, saving 5-10 hours per week.
- Ran gap analysis to find tools the team was missing, then sourced or built them, including a CRM tool and a product/customer health dashboard.
- Ran data quality audits and root cause analysis on syndicated data to improve reporting accuracy; trained 3 colleagues on 1WorldSync, retailer portals, and automation.

Esports Data Manager (Part-time, student role)
Maryville University

Aug 2021 – May 2024
St. Louis, MO

- Consolidated legacy spreadsheets into a centralized, schema-driven database in Google Sheets.
- Developed an ETL-style pipeline that standardized raw entries into a master data table powering real-time dashboards for player performance and team strategy.
- Built a Sheets and Python data-aggregation tool pulling performance metrics from Discord, tournament APIs, and Twitch so leadership could monitor trends and adjust strategy.

SKILLS

Data & Pipelines	Google BigQuery, REST API integrations, ETL, SQL, Python (pandas, NumPy), R, Java, Google Sheets
Visualization & Reporting	Tableau, Looker Studio, Power BI, Google Firebase dashboards, Advanced Excel (macros, modeling)
CPG & Retail Data	SPINS, Circana, Nielsen, VIP, 1WorldSync, Syndigo, Retailer portals (Walmart, Target, Hy-Vee, Albertsons, KeHE)
Systems & Finance	NetSuite ERP (advanced), Oracle Cloud (NSPB), Airtable, Financial modeling, Budgeting & forecasting, Demand forecasting, Enterprise AI automation, Custom tools & dashboards

EDUCATION

Bachelor of Science, Business Administration (Finance minor)
Maryville University of St. Louis
Summa Cum Laude, GPA 3.9

2020 – 2024
St. Louis, MO