

Younis Alagha

Sales Leader | Data & Operations Analyst
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SUMMARY

Data-driven retail leader with experience analyzing performance, tracking KPIs, and improving operational execution. Skilled in building Excel trackers, identifying performance gaps, and using metrics to drive coaching and business decisions. Strong background in fast-paced retail environments with ownership of results.

TECHNICAL SKILLS

Analytics: Excel (Advanced), SQL, Power BI (Learning)

Excel: XLOOKUP, INDEX/MATCH, RANK, Pivot Tables, Dashboards, Trend Analysis

Data: KPI Tracking, Forecasting, Performance Analysis, Reporting

Business: Operations Analytics, Sales Performance, Coaching Metrics

Tools: Salesforce, CRM Systems

PROFESSIONAL EXPERIENCE

Team Lead Sales

July '25 — Present

Best Buy Canada

- Led daily store execution using revenue, attach rate, services, and NPS metrics
- Built Excel KPI tracker to monitor team performance and identify gaps
- Maintained **33%+ attach rate** through coaching and execution focus
- Improved NPS from **60% → 87%** by aligning team on service priorities
- Delivered weekly performance updates and coaching priorities to team

Senior Administrative Specialist – Operations

Jun '24 — July '25

Best Buy Canada

- Supported store operations including hiring, onboarding, and workflow tracking
- Tracked team performance and follow-ups using internal systems and Excel trackers
- Coordinated across departments to ensure operational commitments were met
- Managed customer cases and service workflows using CRM tools

Senior Sales Advisor – Sales

Jan '24 — Jun '24

Best Buy Canada

- Coached a 12-person team, lifting services attach from 28% → 35% in 6 months.
- Managed daily budgets and attach KPIs to consistently hit sales targets.
- Had one-on-one sales conversations focused on understanding needs, not just selling products

Customer service specialist – Operations

Sep '22 — Jan '24

Best Buy Canada

- Resolved complex customer issues at checkout/service, driving strong satisfaction and retention.
- Maintained inventory accuracy and communication across departments to support smooth operations.

E-commerce Associate

May '21 — Sep '22

Walmart Canada

- Managed day-to-day e-commerce ops (orders, shipping, customer service, merchandising).
- Handled orders/inventory and customer inquiries through Walmart's online platforms.
- Kept listings accurate and stock levels aligned by coordinating with the team.

PROJECTS

Retail Sales Intelligence — TrailForge Outfitters

Your resume bullet (use this):

- Built end-to-end retail analytics solution using 6 datasets (3 CRM, 3 ERP) with SQL medallion architecture (Bronze, Silver, Gold)
- Designed star schema (fact_sales, dim_products, dim_customers) for reporting performance and customer analytics
- Developed Power BI dashboard with sales trends, category performance, product profitability, and customer value
- Identified revenue drivers, margin gaps, and high-value customers to support business decisions

Retail Data Warehouse (Medallion Architecture)

SQL Server | Data Modeling | ETL

- Built SQL data warehouse using Bronze, Silver, Gold architecture
- Created ETL pipelines to clean and transform retail sales data
- Designed dimension and fact views for analytics
- Implemented trend analysis using window functions
- Built KPI analytics layer for performance tracking

Personal Finance Decision Dashboard

SQL | Excel | Power BI

- Built transaction-level finance dataset with categorized spending
- Created monthly spending and savings analytics
- Designed KPI metrics for burn rate and trends
- Built structured data model for reporting

EDUCATION

Bachelor in Economics, Brock University

Sep '18 — Jan '23

St. Catharines, Canada

CERTIFICATIONS

- **Accounting Fundamentals** – CFI
- **Excel Fundamentals – Formulas for Finance**
- **Foundation of Data** - Google
- **Excel Basics for Data Analysis** - IBM
- **SQL for Data Science** – University of California Davis, Coursera
- **First Aid Certificate**