Carlos Rubén Tosoratto

Data Analyst | Advanced Excel, Power BI & SQL | Process Optimization & Business Insights

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Portfolio: https://car-toso.github.io/Car-Toso/

Professional Summary

Data Analyst with an engineering background and experience turning complex datasets into actionable insights for operations, customer behavior, and business performance. Strong analytical and storytelling skills, with the ability to uncover drivers behind metrics, diagnose root causes, and present clear recommendations to both technical and non-technical audiences.
Proficient in SQL, Power BI, Tableau, data modeling, ETL preparation, and KPI development. Experienced working with stakeholders, documenting processes, and delivering insight-driven narratives that support strategic decision-making. Comfortable operating autonomously in fast-paced, ambiguous, high-growth environments.

Professional Experience

Data & Process Analyst (Founder) – CRAM Ingeniería
Jan 2022 – Present | Rosario, Argentina
- Translated operational and customer behavior data into insights and strategic recommendations for leadership and cross-functional teams.
- Designed and developed insight-focused dashboards in Power BI covering performance, efficiency, inventory, and customer trends.
- Built and optimized SQL queries, data models, and ETL flows for reporting automation and data quality improvement.
- Conducted root-cause analysis and identified opportunities to improve operational processes and decision-making.
- Created executive presentations and narratives based on data findings.
- Partnered with stakeholders to understand business needs and convert them into analytical deliverables.

Technical Advisor (Partner) – CRT Metalurgia
Mar 2004 – Present | Rosario, Argentina
- Analyzed production, inventory, and operational data to identify bottlenecks and performance opportunities.

- Built KPIs and dashboards for leadership to monitor processes and outcomes.
- Documented processes, collaborated with cross-functional teams, and supported system improvements.
- Presented findings to management and guided decision-making with data-driven insights.

Engineering — Industrial Companies (2014 – 2022)
Nov 2014 – Mar 2022 | Rosario, Argentina

- Performed data-driven process optimization, cost analysis, and performance measurement across industrial operations.
- Implemented dashboards and KPIs to track productivity and operational efficiency.
- Participated in cross-functional projects involving operations, logistics, quality, and maintenance.
- Delivered analytical findings and improvement proposals to managers and stakeholders.

Projects

- **Olist Brazil – E-commerce Analytics (Power BI):** Customer cohorts, purchasing behavior, retention, conversion, sales performance.
- **CS50 SQL – Project Manager Database:** Relational database design, views, triggers, and Power BI dashboard.
- **AdventureWorks – Sales & Customer Insights Dashboard:** Segmentation, sales funnel, opportunity analysis.
- **Bellabeat – Google Capstone (BigQuery + Tableau):** Customer behavior patterns and product usage insights.
- **Electromás – Retail BI:** Sales, margins, inventory rotation, stock health KPIs.

Education

Mechanical Engineering– UTN Rosario
Feb 2006 – Dec 2013 | Rosario, Argentina

Electromechanical Technician– EET N.º 466
Jan 2000 – Dec 2005 | Rosario, Argentina

Certifications & Courses

- Microsoft Power BI Desktop: Advanced DAX for Data Analysis – Udemy (2025)
- Microsoft Power BI Desktop for Business Intelligence – Udemy (2025)
- CS50's Introduction to Databases with SQL – Harvard, EdX (2025)
- Complete Power BI Course in 14 Days – Udemy (2025)
- Google Data Analytics Professional Certificate – Coursera (2024)
- Ventilation System Design & Calculation – UTN Rosario (2023)
- Advanced FEA with SolidWorks – UTN Resistencia (2021)
- Finite Element Simulation with SolidWorks – UTN Resistencia (2018)

Technical Skills

Business Intelligence:
Power BI, DAX, Power Query, Data Modeling (Intermediate-Advanced), Tableau (Intermediate)
Databases & Programming:
SQL (Intermediate), R (Basic), Python (in progress)
Data & Tools:
Excel (Advanced), Power Query, ETL fundamentals
Languages:
English (B1 progressing), Portuguese (A2), Spanish (Native)
Engineering & Technical Software:
SolidWorks (Advanced), Inventor (Advanced), Fusion 360 (Advanced), AutoCAD (Advanced), Impresión 3D (Advanced).
Simulation: FEA con SolidWorks (Advanced), COMSOL (Advanced)
Industrial Tools: Technical drawings (Advanced), PLC fundamentals (Intermediate)
Design: Canva (Intermediate), Figma (Intermediate).