

Gerardo Toboso

Data & Analytics Specialist

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Summary

Data & Analytics Specialist with hands-on experience designing automated data pipelines, curating analytics-ready datasets, and translating raw data into actionable business insights. Strong background in Python and SQL, with experience supporting BI environments, defining metrics, and building dashboards for decision-making. Passionate about documentation, data quality, and clear communication with both technical and non-technical stakeholders. Currently pursuing a BSc in Data Science and seeking to grow within a mission-driven, collaborative analytics team.

Skills

Analytics & BI: SQL (PostgreSQL), Data Modeling (Star Schemas), Metrics Definition, Exploratory Analysis, Business Insights, Data Validation

Data Visualization: Power BI (DAX), Tableau, Reporting & Stakeholder Dashboards

Data Engineering: Python (pandas, numpy), ETL Pipelines, Data Cleaning, Parquet, Logging & Monitoring

Platforms & Tools: MongoDB Atlas, Supabase, Git & GitHub, GitHub Actions (CI/CD), Docker, Linux, Jupyter

Additional: Pytest, Pydantic, Scikit-learn, Advanced Excel (Pivot Tables)

Languages: Spanish (Native) | English (Fluent - C2)

Experience

Data Engineer, NovaMart – E-commerce Reporting ETL (Personal Project) – [GitHub](#)

Nov 2025 – present

- Designed and implemented an automated analytics pipeline for an e-commerce dataset (10+ related tables), reducing manual reporting time from 2 hours to under 3 minutes.
- Built an end-to-end ETL pipeline in Python to extract, clean, and transform transactional data into analytics-ready tables.
- Defined and calculated core business metrics (top customers, best-selling products, monthly trends) to support data-driven decision-making.
- Identified and resolved data quality issues, handling ~15% missing values and removing ~3% duplicate records.
- Optimized data storage by migrating outputs from CSV to Parquet, reducing file size by 8x.

Research Collaborator, MIT LIFT Lab & Argentina Collaborative Project 2025 – [GitHub](#)

Sept 2025 – Dec 2025

- Collected and analyzed survey data from small businesses in local communities in Argentina.
- Cleaned and processed datasets using Python, applying NLP techniques, geographic segmentation, and statistical analysis.
- Identified 4 geographic-based digital adoption patterns and 2 seasonality trends directly impacting sales performance.
- Prepared analytical reports in English for MIT audiences, contributing to recommendations that highlighted potential sales improvements of up to 18%.

Education

Universidad Nacional de San Martín (UNSAM), BSc in Data Science – Buenos Aires, Argentina

July 2022 – present

- 75% completed — GPA: 9.0 / 10