# CÉSAR JONATHAN RIVERA PINEDA

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**LinkedIn:** https://www.linkedin.com/in/civera **Portfolio:** https://civera08.github.io/mi-sitio/

## PROFESSIONAL PROFILE

Data Analyst with experience in digital transformation, automation, and data analysis projects for multinational companies in consumer goods and tech. Skilled in master data management, data quality, system migrations (SAP, Salesforce, Oracle), and the design of scalable solutions using SQL, Python, and visualization tools such as Power BI and Tableau. Passionate about turning data into business decisions and building scalable processes that drive operational efficiency.

## PROFESSIONAL EXPERIENCE

### PepsiCo LATAM Data Migration Analyst | 2021 – 2024

Part of the "Conectados" digital transformation initiative focused on improving operational efficiency and digitalizing relationships with small retailers across 13 countries in Latin America.

**Key responsibilities and achievements:**

- Maintained and managed master data (customers, hierarchies, materials, pricing conditions) in SAP environments.
- Created test datasets during development sprints; provided ongoing support to developers and QA testers.
- Defined and documented data quality and governance rules across SAP, Salesforce, and Oracle systems.
- Implemented ETL processes for data cleansing, loading, and migration from legacy systems.
- Automated tasks using SQL, LSMW, Python, and Excel/VBA macros, improving processing times by 30%.
- Configured key objects in SAP (visit lists, commercial hierarchies, visit calendars).
- Managed the publication and traceability of critical information in Salesforce (vans, sales targets, customer data).
- Contributed to the expansion of the project to 13 countries by adapting data structures to each local market.
- Improved CRM traceability and availability of critical data for over 2,000 points of sale.

**Key tools:** SQL Server, SAP MDM, LSMW, Salesforce, Oracle, Excel/VBA, Python, Access

### Extendeal (Tech) Data Analyst - Project Lead | 2017 – 2021

Tech startup focused on procurement optimization for the restaurant and pharmaceutical industries through consumption analysis and supplier connections.

**Key responsibilities and achievements:**

- Analyzed restaurant product consumption patterns to identify savings opportunities and recommend alternative suppliers, helping reduce costs by up to 20% per product category.
- Provided direct support to users in Mexico and Argentina, resolving issues related to access, role updates, and managing user/supplier data (onboarding and deactivation).

- Performed regular updates to the price and product database (daily, every 3 days, weekly, or biweekly), using a cloud-connected graphical interface.
- Assisted warehouse managers, purchasing leads, and restaurant owners in using the platform and interpreting historical consumption data for smarter purchasing decisions.
- Contributed to overall purchase savings of 15% to 20% by enabling more informed supplier selection based on actual usage data.

**Key tools:** Excel, internal cloud-connected platform with graphical interface, Python

### Gicsa (Real Estate) Data Analyst | 2016 – 2017

Real estate corporation specialized in large-scale commercial and mixed-use developments.

**Key responsibilities and achievements:**

- Managed and validated master data in SAP RE (Real Estate), ensuring consistency in contract, property, and tenant records.
- Automated key processes for contract creation and updates using Excel macros and SAP templates, reducing manual errors and processing times.
- Participated in internal data quality audits, identifying and correcting inconsistencies that directly affected billing and asset operations.

**Key tools:** SAP RE, Excel macros, SQL.

## EDUCATION

- **Universidad del Valle de México:** B.S. in Data Science Engineering | 2022 – 2025
- **UAM Xochimilco:** Bachelor in Territorial Planning (Incomplete) | 2011 – 2014

## LANGUAGES

- **Spanish:** Native
- **English:** Intermediate (B1)