

CÉSAR JONATHAN RIVERA PINEDA

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Data Analyst | Data Scientist Jr

Data professional with 8 years of experience in digital transformation, automation, and data migration projects across multinational companies. Specialized in designing analytical and predictive solutions using Python, SQL, and Power BI to optimize processes, reduce operational costs, and enhance data-driven decision-making.

HABILIDADES TÉCNICAS

Languages:	Python, SQL, DAX
Databases:	SQL Server, Oracle, Access
Visualization:	Power BI, Tableau
ETL & Tools:	SSIS, SAP, Salesforce
Machine Learning:	Pandas, Scikit-learn, Forecasting, Modelos Predictivos
Cloud & Version Control:	GCP, Git, GitHub

PROFESSIONAL EXPERIENCE

Data Migration Analyst | PepsiCo LATAM | 2021–2024

- Collaborated in expanding the program “Conectados” to 13 countries, adapting data to local markets.
- Implemented ETL processes across SAP, Salesforce, and Oracle environments, ensuring data integrity and consistency.
- Automated migration and validation workflows, improving response times by 30%.

Data Analyst – Supplier Management | Extendeal (Tech) | 2017–2021

- Analyzed consumption patterns and optimized costs by 15-20% through predictive analytics.
- Supported managers in Mexico & Argentina in interpreting data insights for strategic decisions.
- Developed Power BI dashboards to monitor key spending and supplier indicators.

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

- Automated contract process in SAP RE, reducing manual errors and processing time.
- Conducted data quality audits to ensure accuracy in billing and operations.

Data Analyst | Nielsen | 2014–2016

- Generated and analyzed ICE cubes for Coca-Cola Mexico & Brasil using MicroStrategy & Insight Studio.
- Implemented customized dashboards for strategic data visualization.

FEATURED PROJECT

Inventory Optimization with Demand Forecasting Using Machine Learning

End-to-end development of a predictive solution for supermarkets using Python, SQL Server, and Power BI. The system estimates future demand by product and region, reducing losses due to overstock or shortages. Includes simulated data generation, processing pipeline, forecasting model, and interactive result dashboards.

EDUCATION

Bachelor's in Data Science | Universidad del Valle de México | 2022–2025

LANGUAGES

Spanish: Native | English: Intermediate (B1)