

CÉSAR RIVERA

DATA ANALYST

CONTACT

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CDMX

<https://www.linkedin.com/in/civera/>

SKILLS

- Data analysis and modeling:
SQL, Power BI, MicroStrategy
- Master data management: SAP
MDM, SAP RE
- Digital transformation: Process
automation, operational
optimization

LANGUAGES

- Spanish (Native)
- English (B1)



PROFILE

Data analytics specialist with experience in digital transformation and process optimization in Latin America. Focused on implementing technology solutions, automation, and master data management (SQL, SAP MDM). Passionate about generating impact through projects that improve operational efficiency and strengthen customer relationships.



WORK EXPERIENCE

Pepsico | 2021 - 2024

Data Migration Analyst

- Master data management for continuous improvement scrums.
- Expansion of the digital transformation project to 13 countries.
- Reduction in processing times through automation.
- Improved operational efficiency through digital solutions.

Extendeal | 2017 - 2021

Data Analyst (Líder de Proyecto)

- Database optimization and B2B strategies in Mexico and Argentina.
- Implementation of processes that reduced response times by 20%.
- Cost reduction of up to 15% for clients through operational solutions.

Gicsa | 2016 - 2017

Data Analyst

- Management and validation of master data in SAP RE.
- Creation and updating of contracts and resolution of incidents.



EDUCATION

Universidad del Valle de México

Data Science Engineering (In progress) | 2022 - 2025

UAM Xochimilco

Bachelor's Degree in Territorial Planning | 2011 - 2014