

# 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 predictive analysis projects at multinational companies in the consumer goods and tech sectors. Strong foundation in data science and skilled in Python, SQL, Power BI, and SAP. Passionate about solving business problems through strategic data use and developing scalable solutions.

## PROFESSIONAL EXPERIENCE

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

- Automated master data migration processes using SQL and Power Automate, reducing processing time by 30%.
- Led expansion of the "Conectados" project to 13 LATAM countries, impacting over 2,000 small retailers.
- Contributed to the design and implementation of digital solutions for inventory and order management in small businesses.

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

- Optimized commercial database, reducing query times by 40%.
- Designed Power BI dashboards for clients in Mexico and Argentina, improving decision-making.
- Implemented processes that reduced response time by 20% and generated cost savings of up to 15%.

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

- Managed and validated master data in SAP RE.
- Automated contract creation and modification workflows.

## FEATURED PROJECTS

### Demand Forecasting for Supermarkets Using ML

End-to-end personal project. Simulated data in SQL Server, performed data cleaning and modeling with Python (pandas, scikit-learn), created Power BI visualizations, and automated the workflow. Goal: reduce losses from overstock and stockouts.

**View project:** <https://civera08.github.io/mi-sitio/>

## TOOLS & TECHNOLOGIES

**Languages:** Python, SQL, VBA

**Data Analysis:** pandas, scikit-learn, NumPy, matplotlib, seaborn

**Visualization:** Power BI, Tableau

**Databases:** SQL Server, MySQL, PostgreSQL

**Automation:** Power Automate, Excel macros

**Others:** Git, SAP MDM, SAP RE

## 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)