

CÉSAR JONATHAN RIVERA PINEDA

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PROFESSIONAL PROFILE

Data Analyst with 8 years of experience in digital transformation, process automation, and data migration projects for multinational consumer goods and technology companies. Expert in designing solutions with SQL, Python, and visualization tools like Power BI and Tableau. Successful in optimizing processes, achieving operational cost reductions of up to 20% and improving processing times by 30%.

TECHNICAL SKILLS

- Python, SQL
- SQL Server, Oracle, Access
- Power BI, Tableau
- SAP MDM, SAP RE, Salesforce

PROFESSIONAL EXPERIENCE

Data Migration Analyst | PepsiCo LATAM | 2021-2024

- Contributed to the expansion of the 'Conectados' digital transformation initiative across 13 Latin American countries, adapting complex data structures to each local market.
- Automated data migration and processing tasks, achieving a quantifiable 30% improvement in response times.
- Managed the quality of master data in SAP and Salesforce, enhancing information traceability for over 2,000 points of sale in the region.
- Designed and implemented ETL processes for cleaning and migrating data, ensuring data integrity across SAP, Salesforce, and Oracle environments.

Data Analyst – Vendor Management | Extendeal (Tech) | 2017-2021

- Analyzed customer consumption patterns to identify savings opportunities, achieving cost reductions of up to 20% per product family.
- Contributed to overall savings of 15-20% on clients' total spending through strategic, data-driven vendor selection.
- Provided support to users in Mexico and Argentina, guiding business owners and managers in interpreting data to optimize purchasing decisions.

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

- Automated the creation and modification of contracts in SAP RE, reducing manual errors and improving processing times.
- Participated in data quality audits, identifying and correcting inconsistencies that directly impacted billing and real estate asset operations.

EDUCATION

- B.S. in Data Science | Universidad del Valle de México | 2022-2025

LANGUAGES

- Spanish: Native | English: Intermediate (B1)