Franco Corona

Data Lead

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Linkedin profile
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Data Lead with 8+ years of experience in data architecture, business intelligence, and cloud platforms (GCP, AWS). I design and optimize scalable data solutions, migrating OnPrem systems to the cloud and reducing processing times from days to hours with cost savings of up to 4X. Specialist in data governance, KPI standardization, and data quality for strategic decision-making. I have led teams in companies such as Linio and Falabella, collaborating with cross-functional areas in e-commerce and retail. I combine leadership with hands-on execution in SQL, Python, Airflow, and BigQuery, promoting collaboration between technical and business teams. My goal is to build data-driven environments where strategy and technical excellence generate measurable impact on efficiency, visibility, and growth.

EXPERIENCE

GOURMETRICS
Mexico City, Mexico
External Data Lead & Analytics Consultant
Jan, 2024 - May, 2024

- **Standardized key business metrics and designed interactive Power BI dashboards** for executive visibility.
- Planned and documented an optimized data layer for reporting and forecasting models, ensuring consistency of information.
- Defined security and access policies, ensuring controlled and efficient delivery of strategic reports.

FALABELLA
Mexico City, Mexico
Senior Data Lead
Jan, 2023 - Dec, 2023

- **Designed executive dashboards**, **delivering results in 4 months and achieving 99%** accuracy in near real-time marketing decisions.
- **Implemented daily and monthly monitoring matrices in Google Cloud** to track key business metrics and product categories, ensuring 99% data reliability and early detection of ingestion and transformation errors.
- **Optimized data and BI architecture costs by 4X** through detailed analysis of data, queries, and pipeline processing frequency, reducing cloud storage expenses and optimizing compute resources for scalable, high-performance dashboards.
- **Coordinated corporate data governance and taxonomy across Linio and Falabella**, aligning naming standards, quality rules, and processes.
- **Implemented a serverless audit log processing system in Google Cloud** to identify adoption levels across 30+ dashboards used by over 500 active users.

Data Lead
May, 2022 - Dec, 2022

- **Standardized corporate KPIs (NMV, GMV, Revenue, PnL)**, driving adoption of unified definitions across all areas.
- **Ensured 95% accuracy in financial reports** by validating data sources and replicating ERP (Netsuite) categorizations.
- **Replaced BI 1.0 monolith (8h processes) with BI 2.0 architecture**, reducing execution to 10–30 minutes and enabling near real-time reporting.
- **Co-led the full migration of corporate BI and data processes from OnPrem & AWS to Google Cloud**, consolidating the enterprise data warehouse and reducing processing time from 24h to 1h for financial reporting.
- **Implemented a multi-source automated reporting system** (GA, BigQuery, RDS, MySQL, Redis), reducing delivery from 1 month to 1 day and supporting 100+ reports.

LINIO
Mexico City, Mexico
Regional BI & Data Engineer Team Lead
Nov, 2019 - May, 2022

- **Managed a team of 5 data engineers**, aligning KPIs across Finance, Operations, Marketing, and Commercial areas.
- **Developed regional dashboards**, delivering accurate financial reports to executives.
- Implemented BI standards, ensuring consistent metrics and processes across departments.
- Provided cross-functional data support, enabling accurate and timely decision-making.

Data Engineer
Nov, 2018 - Nov, 2019

- Developed Python BI solutions, generating critical reports for Finance and Operations.
- Maintained and optimized data pipelines for commercial and financial reporting.
- Consolidated regional data into executive dashboards, enabling visibility for directors.

SKILLS

Languages & Databases: SQL, Python, R, Relational Databases, Data Modeling, PySpark, MySQL, Redis, RDS, BigQuery.

Cloud & Big Data Platforms: Google Cloud, AWS, Databricks Fundamentals.

AI & ML: Pandas, NumPy, Fundamentos de GenAI, Fundamentos de Machine Learning, Databricks Gen AI Fundamentals.

Orchestration & ETL/ELT: Airflow, ETL Pipelines, CI/CD (GitLab, GitHub, Jenkins)

Visualization & BI: Looker, Power BI (DAX), Tableau, Data Studio/Looker Studio, Google Analytics, Business Intelligence, Excel (Advanced), VBA.

Governance and Methodologies: Business Requirements Gathering, Process Mapping, Process Automation, Digital Transformation (Agile/Scrum, Kanban), Stakeholder Alignment, Data Governance, Stakeholder Management, Cross-functional Collaboration, Stratio.

Infrastructure & Systems: Mac, CentOS, Windows, Ubuntu, Debian.

Languages: English (Upper-Intermediate, B2), Japanese (Basic, N5), Spanish (Native)

EDUCATION

Universidad Nacional Autonoma de México – *B.S. in Computer Engineering (2009 – 2013)*

CERTIFICATIONS

Universidad Nacional Autonoma de México – *Diploma in Leadership (2022)*

Google / Coursera – *Looker (2022)*

Python Institute – *Python (2021)*

Google / Coursera – *GCP Data Engineering (2019)*