

MÓNICA ELISA BACA GONZÁLEZ

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Operations System Analyst | Data Analyst Jr | Python | SQL | Data Visualization | Dashboards | Tableau

PROFESSIONAL PROFILE

International Trade professional with a strong focus on customer support and data analysis. Skilled in Python, SQL, and Tableau, with the ability to transform data into clear insights that enhance customer experience and operational efficiency. Effective communicator, fast learner, and highly capable of understanding complex systems, solving problems efficiently, and translating technical findings into accessible solutions for stakeholders.

WORK EXPERIENCE

BP (British Petroleum), Mexico City - Hybrid

07/2025 - Present

Operations System Analyst - Aloha POS

Responsibilities:

- Lead and optimize the Aloha POS system.
- Ensure database integrity, availability, and security, providing critical support for daily operations.

GIVEX > SHIFT4, Mexico City - Remote

05/2023 - 07/2025

Technical Support Representative

Responsibilities:

- Provided technical and operational support for Givex products and services, including loyalty programs, gift card processing, POS systems, and web platforms.
- Trained new employees, helping them become product experts.
- Conducted post-sale follow-ups to ensure customer satisfaction and identify improvement opportunities.

Achievements:

- Analyzed ticket trends and incident reports to detect recurring patterns and operational improvement areas.
- Identified process improvement opportunities that optimized workflows and reduced recurring errors

Tata Consultancy Services, Queretaro - Remote

04/2021 - 08/2022

Business Process Outsourcing

Responsibilities:

- Analyzed support tickets and incident reports to identify trends, recurring patterns, and root causes.
- Collaborated with internal teams to communicate findings and propose data-driven operational improvements.
- Documented insights to support decision-making and continuous improvement.

Achievements:

- Identified recurring incident patterns that led to improvements in operational and customer service processes.
- Contributed to reducing repetitive errors by highlighting root causes and critical areas.

PROJECTS

"CallMeMaybe" Operator Performance Analysis

2025

Operational performance evaluation using wait time metrics, lost call rates, and outgoing call volumes. Applied exploratory data analysis and statistical tests to identify inefficient operators.

Python, Pandas, NumPy, Matplotlib / Seaborn, Statsmodels / SciPy, Jupyter Notebook

<https://github.com/monybaca/callmemaybe-operator-performance-analysis>

Food Products User Analysis

2025

User event analysis for a food products company, including data cleaning, conversion funnel analysis, and A/A/B experiment evaluation.

Python, Pandas, NumPy, Matplotlib / Seaborn, Statsmodels / SciPy, Jupyter Notebook

<https://github.com/monybaca/food-products-user-analysis>

ICE Videogames Sales Analysis

2025

Comprehensive sales analysis evaluating platforms, genres, critic and user scores, and regional trends.

Python, Pandas, NumPy, Matplotlib / Seaborn, Jupyter Notebook

<https://github.com/monybaca/ice-video-games-sales-analysis>

Instacart Analysis Spendings

2025

Data analysis focused on cleaning and preparing user, category, and purchasing behavior data.

Python, Pandas, Jupyter Notebook

<https://github.com/monybaca/instacart-analysis-spendings>

Instacart Basket Analysis

2025

Comprehensive analysis of customer purchasing behavior through order, product, and department exploration.

Python, Pandas, Jupyter Notebook

<https://github.com/monybaca/instacart-basket-analysis>

EDUCATION

Bachelor's Degree in International Trade

Universidad Autónoma Chapingo

July 2015 - November 2020

Agribusiness Management | Re-Inventing Japan Project

Tokyo University of Agriculture

2018

COURSES

Data Analyst Bootcamp

TripleTen LatAm

January 2025 - November 2025

TECHNICAL SKILLS

Microsoft Office 365, Google Workspace (Google Suit), SAP, Service Now, Odoo, SalesForce, Zendesk, GitHub, SQL, Tableau: Dashboards, Python: pandas, NumPy, matplotlib, seaborn, scikit-learn, statsmodels, plotly, Dash, Streamlit.

LANGUAGES

English (Native/Bilingual) | Japanese (Limited Working Proficiency)