



December 1st, Camino Real Hotel, Monterrey, N.L.

December 8th, on-line experience

<https://sq.com.mx/datadays>

## What is Data Day?

Data Day is a one day conference focused on data science & engineering. This edition consists of an in-person event at Monterrey, México on December 1st, 2022 plus an online-only experience on December 8th.

It brings together three groups of enterprise audiences:

- Business executives, interested in the application of data analytics to develop data products or obtain competitive advantage.
- Data professionals, interested in learning or improving their data science skills.
- IT professionals, interested in learning tools and technologies big data processing and management.

Data Day is organized by Software Guru, the leading media for software professionals and executives in Latam.

## About previous editions

Data Day is a conference with several previous editions in Mexico city, Monterrey and online.

During the COVID-19 pandemic we migrated to an online-only format, but we are now going back to in person events.

[Data Day 2017](#)

[Data Day 2018](#)

[Data Day 2019](#)

[Data Day MTY 2019](#)

[Data Day Virtual 2020](#)

[Data Days Virtual 2021](#)

[Data Days Virtual 2022](#)

## Audience

Expected participants:

- 120 in person
- 200 virtual

## Profiles

- Data Scientists
- Chief Digital Officers
- Data Engineers

## Sectors

- Fintech
- Government
- Media
- Retail
- IT

Data Day has become the leading event  
for Data Professionals in Latam

## Topics

### **Data strategy:**

Case studies of data analytics applied in specific sectors.

### **Data science**

Models, algorithms & best practices for predictive analytics

### **Data engineering**

Platforms & tools for big data management & processing.

## Conference Format

- Opening Keynotes
- Tracks: data strategy, data science, data engineering
- Workshops
- Networking lunch
- Exhibition floor
- Closing reception

## On-line experience

- Access to recorded sessions
- On-line workshops

## Reasons to sponsor:

- Reach technical decision makers in key companies.
- Increase your brand's awareness and positioning.
- Recruit local partners to strengthen your operation in this region.
- Reactivate in-person activities.

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