DATA ANALYST | BUSINESS INTELLIGENCE & AUTOMATION

Iván de Jesús Díaz Navarro
San Cristóbal de Las Casas, Chiapas, Mexico
Email: ivandiaztpv@gmail.com | Phone: +52 967 125 9765
LinkedIn: linkedin.com/in/ivan-diaz-data-analyst
GitHub: github.com/kutusho

PROFESSIONAL PROFILE

Bilingual Data Analyst with solid experience in data analysis, automation, and the development of business intelligence solutions. I have delivered projects integrating Python, SQL, data visualization, and Google Apps Script automation to support data-driven decision-making. My professional approach combines strategic thinking, clear communication, and the ability to transform complexity into actionable insights. I hold advanced certifications and continuous training in data analytics, along with more than ten years of professional experience working with operational data, KPIs, and critical processes that require accuracy, organization, and analytical rigor. My specialty lies in building functional, self-managed systems with tangible operational impact, optimizing time, quality, and executive clarity.

TECHNICAL SKILLS

• Python (Pandas, NumPy, ETL, automation)
• SQL (data structuring, complex queries, debugging, and validation)
• Tableau, Looker Studio, Power BI
• Google Apps Script for operational automation
• REST APIs, data ingestion and transformation
• A/B Testing, statistical hypothesis testing, and exploratory data analysis

CORE COMPETENCIES

• Cohort analysis, conversion metrics, retention, and operational efficiency
• Data management, cleaning, normalization, and standardization
• Executive documentation, storytelling, and insight presentation
• Analytical thinking, leadership, organization, and problem-solving

TECHNICAL EXPERIENCE

Data Analyst | Professional Certification | TripleTen
2024 – Present

• Developed automated executive reporting using Python and Google Apps Script, building pipelines that reduce operational time, ensure accuracy, and allow simultaneous analysis without manual intervention.
• Built interactive dashboards in Tableau and Looker Studio to support strategic decision-making, integrating key operational, performance, and growth metrics.
• Implemented ETL processes from multiple sources using REST APIs, transforming

unstructured data into consistent, BI-ready analytical models.
• Designed and deployed automated attendance control systems via WhatsApp, incorporating validations, dynamic HTML, and automated reports.
• Produced advanced visualizations and executive narratives tailored to non-technical stakeholders, enabling fast understanding of critical insights.

PROFESSIONAL EXPERIENCE

Data Analyst | Freelance
February 2025 – Present

• Implemented KPI frameworks for executive and operational management across daily, weekly, and monthly cycles.
• Integrated multiple data sources (Google Sheets, APIs, CSV files) to create reliable, fully automated data pipelines.
• Developed Python-based monitoring tools that reduced human error and increased operational traceability.
• Applied exploratory data analysis (EDA) to identify anomalies, trends, and optimization opportunities in real business data.
• Delivered executive-ready reports with advanced visualizations supporting immediate decision-making.

Government Programs Coordinator | Banco del Bienestar
2013 – 2020

• Managed databases with hundreds of thousands of records, ensuring integrity, consistency, and continuous updates.
• Produced operational and strategic reports used in internal and external audits, improving transparency and control.
• Implemented workflow improvements that reduced processing and delivery times by over 30%.
• Analyzed patterns in incidents, routes, and distribution to optimize logistics and reduce rework.
• Led inter-institutional coordination through data-driven reporting, strengthening operational efficiency.

Operational Support | Banco del Ahorro Nacional y Servicios Financieros (BANSEFI)
2010 – 2013

• Managed data migration processes, validating structural integrity and minimizing failures in legacy systems.
• Developed verification and control methods that improved financial and user data accuracy.
• Prepared daily and weekly operational reports to ensure consistency in decision-making.
• Identified database anomalies and implemented correction rules to improve data quality.
• Supported standardized processes that enhanced operational continuity and data security.

Certified Tour Guide | Independent
2009 – Present

• Managed visitor records, attendance statistics, and participation metrics for analytical use.
• Designed operational control tools (schedules, routes, group volumes) to optimize logistics.
• Implemented feedback and satisfaction analysis systems to improve user experience.
• Generated behavior-based visitor reports supporting cultural and tourism projects.
• Integrated digital tools to modernize traditional processes and reduce manual errors.

KEY TECHNICAL PROJECTS

Data Analytics & Business Intelligence
• Integrated Python, SQL, and Tableau to unify user, marketing, and sales data.
• Conducted cohort analysis, conversion metrics, and real-time executive dashboards.
• Implemented ETL processes and strategic visualizations.
• Achieved +41.7% ROI and reduced churn by 14% through data-driven insights.

Comprehensive Data Analysis
• Analyzed behavior, profitability, and key patterns using Python, SQL, and BI tools.
• Developed cohort models and advanced analytical dashboards.
• Identified high-value cohorts improving strategic decisions by over 25%.

WhatsApp Attendance Automation System
• Built an automated attendance system using Google Apps Script and WhatsApp API.
• Implemented validations, dynamic HTML, and bi-weekly automated reports.
• Reduced manual errors by 95%, significantly increasing accuracy and efficiency.

EDUCATION

Bachelor's Degree in Alternative Tourism
Universidad Intercultural de Chiapas | 2005 – 2009

CERTIFICATIONS

• EC0301 – Instructional Design for Human Capital Training (CONOCER – Ministry of Education, Mexico)
• EC0217.01 – Delivery of Human Capital Training Programs (CONOCER – Ministry of Education, Mexico)
• Digital Marketing – Udemy (2023)
• Customer Service Techniques – Virtual University of the State of Guanajuato (2021)

LANGUAGES

English – Advanced (C1): listening comprehension, technical reading, report writing, and executive presentations
Spanish – Native