

Daniel Diaz

Data Quality Specialist / Madrid, Spain

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Data Quality Specialist at Radisson Hotel Group, owning the quality of customer and account data across SAP S/4HANA, SAP Sales Cloud and Reltio MDM. Raised S/4HANA ↔ Sales Cloud sync accuracy from 45 % to 99.8 % and built the Power BI dashboard that keeps it there. Seven years running restaurants and a leisure park before moving into data, so I understand the business that consumes the numbers. SQL, Python, Power BI, Alteryx.

Experience

DATA · 2024–PRESENT

Data Quality Specialist — Radisson Hotel Group · Feb 2025 — Present · Madrid · Hybrid

- Raised SAP S/4HANA ↔ SAP Sales Cloud sync accuracy from 45 % to 99.8 %: profiled the mismatches, fixed them at source and defined the controls that keep them from returning.
- Built the Power BI dashboard for integration health and real-time quality KPIs that management uses to track it.
- Account deduplication and enrichment with Reltio MDM and Dun & Bradstreet.
- Recurring cleansing and reconciliation automated with SQL and Alteryx to cut manual review.
- Audit support: procedures and controls documented and kept current.

Trainee · Revenue Systems — Radisson Hotel Group · Oct 2024 — Jan 2025 · Madrid · Hybrid

- Troubleshoot revenue-system issues and validated rate and inventory data.
- Wrote system procedures and user guides for the Revenue teams.
- Promoted to the Data Quality team after four months.

OPERATIONS & LEADERSHIP · 2016–2023

Venue Manager — JumpYard Oasiz · Feb 2023 — Dec 2023 · Madrid, Spain

- Owned the site P&L: daily tracking of sales, labour cost and margins with weekly reporting to management.
- Hiring, training, scheduling and performance reviews of the park team.

Store Manager — Taco Bell · Feb 2021 — Jan 2023 · Madrid, Spain

- Daily tracking of operational KPIs (sales, food cost, labour cost, service times, satisfaction) and corrective actions.
- Inventory and ordering control: reduced waste through counts, demand forecasting and variance analysis.

Store Manager — McDonald's · Dec 2017 — Dec 2019 · London, UK

- Managed a high-volume restaurant with several shift managers reporting in.
- Accountable for results: sales, productivity, costs and monthly targets versus budget.

Assistant Manager — McDonald's · Aug 2016 — Nov 2017 · London, UK

- Ran shifts: positioning, service-time control and issue resolution.
- Cash, ordering and inventory control; shift KPI follow-up.

Education

2024 – 2025 Master's Degree in Hotel Management and Restaurant Business

— Ostelea Tourism Management School · EAE Business School

2016 – 2018 Higher National Diploma in Sales Management and Commerce

— Universidad Francisco de Vitoria

2010 – 2012 Higher National Certificate in Computer Systems and Networks

— Escuela Santa María de los Apóstoles

Projects

Beacon TCG danieldiaz.pro/en/projects/beacon-tcg

Pokémon card price tracker with US and EU markets on the same card page: daily pipeline from two APIs (170k cards, 1.1 M prices), data-quality rules and manual overrides, collections and decks. Next.js + SQLite, self-hosted on a VPS.

Skills

Data	SQL· Python· Power BI· Alteryx Designer· Data profiling· Reconciliation· Root cause analysis· Quality KPIs
Enterprise systems	SAP S/4HANA· SAP Sales Cloud· Reltio MDM· Dun & Bradstreet
Data governance	Master data· Data stewardship· Control documentation· GDPR
Other	TypeScript· Next.js· SQLite· Docker· Git

Languages

Spanish	Native
English	Full professional proficiency · 3 years working in London