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Adrien AKILAL

DATA ANALYST



+ SKILLS

Data Analysis & BI

- Exploratory analysis
- KPIs, comparative analysis and trend analysis
- Business-oriented recommendations

Data Visualisation

- Power BI
- Advanced Excel

Web Analytics & CRO

- traffic analysis and user journeys
- Conversion funnels and conversion rates
- Use of Piano Analytics

Databases

- SQL (MySQL, SQL Server)
- NoSQL (MongoDB)
- Data modeling and data quality

Data Programming

- Python (Pandas, NumPy, Matplotlib, Seaborn)
- Java (OOP, database manipulation)
- Machine Learning and Deep Learning

Project Management

- Agile methodologies (Scrum, Kanban)
- Environment management (development to production)
- Jira, Confluence
- Git / GitHub

+ PROFILE

Data Analyst holding a Master's degree in Data & Artificial Intelligence, with experience in data analysis, decision-making reporting, and web analytics within a banking environment. Working closely with business and IT teams, I transform complex data into reliable and actionable indicators to support informed decision-making.

+ PROFESSIONAL EXPERIENCE

October 2024 - Present

Data Analyst – Digital & Commercial Marketing

BNP PARIBAS, PARIS ILE-DE-FRANCE

- Design of decision-making reports and dashboards to monitor digital and commercial campaign performance
- Analysis of marketing and commercial data to identify trends, gaps, and business optimization levers
- Production of exploratory analyses and actionable recommendations for business teams
- Web analytics analysis using Piano Analytics (traffic, page and product performance, conversion rates, user journeys) and production of CRO analyses
- Contribution to improving data collection, structuring, and reliability
- Collaboration with marketing, data, and IT teams in a structured banking environment

September 2023 – August 2024

IT Project Management Assistant

BANQUE DE FRANCE, PARIS ILE-DE-FRANCE

- Management and monitoring of enhancements to the Reflex business application (from Development to Production)
- Oversight of improvements to a CMMS tool based on Excel matrices
- Structuring, updating, and ensuring the reliability of operational data
- Collection, documentation, and prioritization of user requirements
- Work in an Agile environment, including version tracking, test coordination, and deliverable validation
- Writing documentation to facilitate the use of tools and associated data

September 2022 – August 2023

IT Coordinator – IT Asset Analysis, Structuring and Optimization

BANQUE DE FRANCE, PARIS

- Analysis of recurring incidents (typology, frequency, causes) and contribution to continuous improvement of IT processes
- Collection, structuring, and synthesis of technical and functional information to support operational steering and decision-making
- Contribution to the reliability, continuity, and performance of the information system
- Management and follow-up of IT incidents related to workstations, business tools, and IT assets, with prioritization until resolution
- On-site IT support for business users, ensuring reliable service and optimal use of tools

December 2021 – March 2022

Web Developer – Data Structuring and Digital Tool Optimization

LYMAN AGENCY, PARIS ILE-DE-FRANCE (Internship)

- Design, development, and maintenance of websites for agency clients, with a strong focus on data quality and structuring
- Manipulation, structuring, and updating of data from back-office systems (content, catalogs, users), ensuring reliability and usability
- Conversion of showcase websites into e-commerce platforms, from requirements analysis to production
- Front-end and back-end development (PHP, HTML5, CSS, WordPress)
- Collaboration with communication and design teams to ensure functional, business, and data consistency of delivered solutions

ADDITIONAL EXPERIENCE

Customer Service Agent - Air France | 2020

Customer relations and compliance with strict procedures in a demanding operational environment.

English Teacher - Académie de Versailles | 2017 – 2018

Educational communication, information structuring, and knowledge delivery to diverse audiences.

Retail Assistant - ALDI | 2015 – 2017

Stock management, discrepancy analysis, and operational reliability using digital tools.

+ LANGUAGES

French : Native

Arabic : Fluent

English : Fluent

German : Basic

+ HOBBIES & INTERESTS

Drawing and painting, hiking, travel, theater, board games.