



# Chaima BOUGHANMI

## Data Scientist/Analyst - R/Shiny developer

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A self motivated and highly self driven individual a communicator with good interpersonal skills. Experienced in data analysis, machine learning, programming and with immaculate statistical, problem solving, optimization and analytical thinking skills.

## EXPERIENCES

### Data Scientist & Business modeler | @ BVA Xsight 🔗

📅 Since november 2022

– CDI –

- Experienced analysis in **Marketing Mix Modeling** (MMM), ROI calculation, and market research, with advanced expertise in three-dimensional modeling, quantifying the past and future effects of decisions.
- Implement attribution models using Machine Learning (ML) and Markov chains methods.
- Interactive graphics and Dashboard development with **Shiny**.
- Exploration and implementation of synergy calculation methods, in the context of MMM, using Bayesian modelling with **MCMC** (Monte Carlo on Markov chains).

**Technology:** R , R Shiny, Python, MMM, MCMC, Bayesian Modeling, Git , Machine Learning , ROI , CRM

**Fields:** FMCG, Automotive sector, Teleco, Medias and Marketing

### Data Scientist | @ RTE Paris 🔗

📅 02/04/2022 - 31/10/2022

– End of studies internship –

#### Enhance the performance of the transmission system operations planning process through data analysis and machine learning

- Creation of **SQL** queries to extract data from several databases of different departments.
- Processing and analysis of data needed to improve the planning process.
- Development, publishing and documentation of an interactive dashboard, for the **Enery** sector, using **R shiny**.
- Classification of the constructions and prediction of the consumption using **Machine Learning** algorithms.
- Documentation using Rmarkdown and Git.

**Technology:** R, R Shiny, Rmarkdown, SQL, Dremio, Git, Machine Learning, Data Analysis

### Statistician Trainer | @ Word Health Organization 🔗

📅 01/08/2021 – 10/08/2021

– Training –

- **Technology:** R, Descriptive Statistics, Inferential Statistics, Data Analysis for the **Health** sector

### Data mining researcher | @ GREYC Laboratory – University of Caen Normandie 🔗

📅 01/03/2021 – 31/08/2021

– End of studies internship –

#### Tactical analysis of team sport data

- Implementation of an algorithm based on dynamic graphs, coded with Object Oriented Programming (POO) with Python, for the identification of playing styles by detecting frequent patterns in the coordinations between players in collective sports: Handball - Application on 2015 Word cup data.
- Participation in the editing of a **research article** using **Latex**.

**Technology:** Python: Object Oriented Programming (POO), Data mining, dynamic graphs, Sport Analysis

## PROJECTS

### Cryptocurrency pricing prediction

**Technology:** Python: Random Forest, Gradient Boosting, XG Boost RNN-LSTM

### Falls detection using Machine learning algorithms

**Technology:** Python: Sklearn, Numpy, SMOTE, Naive Bayes, QDA, Logistic regression, Random Forest, AdaBoost

### Shortest path finding: Applying to image reduction and creating an R package

**Technology:** R: Bellmanford, Dijkstra, Seamcarving, R package

### Prediction of the probability of solvability of a customer 🔗 Dashboard's link 🔗

**Technology:** R, R shiny , ANOVA, logit, probit, SVM, decision tree, neural network

### Creation of a Dashboard to track Covid-19 in Tunisia 🔗 Dashboard's link 🔗

**Technology:** R, R shiny

(the rest of my projects on my github on this link)

## EDUCATION

### Master's degree in Data science : Health, Finance, Insurance | Paris Saclay University 🔗

📅 2021 – 2022

### Research master's degree TICV | National School of Engineering of Tunis (ENIT) 🔗

📅 2020 – 2021

### Engineering degree | High School of Statistics and Information Analysis (ESSAI) 🔗

📅 2018 – 2021

## SKILLS

### Basic skills:

Asymptotic statistics

GLM

non-parametric models

tree-based models

MCMC

### Programming:

R

R Shiny

Python

### data management:

SQL

NoSQL

Cypher-Neo4j

### Deployment and OS:

Linux

Git

### Data Analytics et dashboarding:

PowerBI

Tableau

### Machine Learning:

Random Forest

Naive Bayes

XG Boost

Gradient Boosting

LDA

QDA

Logistic regression

KNN

### Deep Learning:

Neural networks

TensorFlow

Keras

### Document processings:

LaTeX

Microsoft Office

## CERTIFICATIONS

Generative IA & LLM

Scholarship for Posit::Conf 2024 USA

Speaker at useR! Conf 2024 Austria

## LANGUAGES

French: **Bilingual: DELF**

English: **Fluent: TOEIC 755/990**

Deutsch: **Beginner**

Arabic: **Mother tongue**

## AREAS OF INTEREST

Football

- 5th place at the French Championships 2022 🔗

- Previously captain of a women's soccer team

Lecture

Ping Pong

## COMMUNITY LIFE

Organizor at R-Ladies Paris 🔗  
Statisticians without borders 🔗