



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 , Git , Machine Learning , ROI , CRM , Fields : FMCG, automotive, 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 using R shiny.
- Classification of the constructions and prediction of the consumption using machine learning algorithms.
- **Technology:** R, R Shiny, Rmarkdown SQL,Dremio, Git

Statistician Trainer | @ Word Health Organization 🔗

📅 01/08/2021 – 10/08/2021

– Training –

- **Technology:** R, descriptive statistics, inferential statistics

Data scientist 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 for the identification of playing styles by detecting frequent patterns in the coordinations between players in collective sports: Handball
- **Technology:** Python Object Oriented Programming , Data mining, dynamic graphs

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 B2 85,75/100

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

R Ladies Paris 🔗

Statisticians without borders 🔗