



Chaima BOUGHANMI

Data Scientist

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BOUGHANMIChaima

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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 | @ Ipsos

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, MassTer, 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, ARIMA, Time series, 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

data mining

web scraping

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

Organizer at R-Ladies Paris
Statisticians without borders