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EDUCATION

Higher Institute of Management

Diploma Business Intelligence

Science Baccalaureat degree

Bizerte, Tunisia

Graduation Date: Jul 2026

Graduation Date: Jun 2021

PROJECT EXPERIENCE

Educational project

Bizerte, Tunisia

DiaBee

- Spearheaded the design and development of a modern , visually appealing website with a focus on minimalistic and clean design principles,ensuring an intuitive user experience and efficient navigation flow .
- Created responsive design using HTML,CSS ensuring optimal viewing experiences across various devices and screen sizes.
- Leveraged CSS Grid and media queries to build a fully responsive mobile-first website,ensuring a seamless experience for users on all devices.
- Employed best practices in web design and development including clean code conventions reusable CSS classes and maintainable HTML structure.
- Succesfully implemented best preactices in front-end development.

Data-Driven Insights:

Telco-customer insights : Analyzing Customer Behavior Using Kaggle Dataset:

• **Data Reading & Exploration:**

Imported and explored the dataset using Pandas, identifying key patterns and addressing missing values, duplicates, and data types.

• **Data Preprocessing & Transformation:**

Transformed categorical variables into numerical format using Pandas (one-hot encoding, label encoding)

• **Exploratory Data Analysis (EDA):**

Created visualizations with Seaborn and Matplotlib to uncover trends, correlations, and insights, helping guide feature engineering and model selection.

• **Predictive Modeling:**

Built a Logistic Regression model with Scikit-learn to predict customer behavior, evaluating performance using metrics like accuracy, precision, and recall.

Fine-tuned the model by selecting key features and optimizing hyperparameters for better generalization.

Trafico :

- **Developed** a web app to provide university students with real-time bus schedules.
- **Collaborated** in a team using **Agile methodology**, managing tasks in **Jira** and planning with **Gantt charts**.
- **Participated** in sprint planning, stand-ups, and testing to ensure timely delivery and reliable functionality.

LEADERSHIP EXPERIENCE

Tunivisions (university club)

Bizerte, Tunisia

Event Member

- **Planned** and **managed** corporate forums, including speakers, logistics, and schedules. **Handled** issues to ensure events ran smoothly.
- **Coordinated** training sessions for students, managing content, scheduling, and tech setup. **Resolved** problems during the sessions.
- **Organized** events, managing logistics, venues, and communication. **Used** feedback to improve future events.

CERTIFICATIONS & TRAINING

- IBM Data Analyst** :
- [Introduction to Data Analytics](#)
 - [Excel Basics for Data Analysis](#)
 - [Data Visualization and Dashboards with Excel and Cognos](#)
 - [Python for Data Science, AI & Development](#)
 - [Python Project for Data Science](#)
 - [Databases and SQL](#)
 - [Data Analysis with Python](#)
 - [Data Visualization with Python](#)
 - [IBM Data Analyst Capstone Project](#)

[Generative AI: Enhance your Data Analytics Career](#) : This certification explores the use of Generative AI in data analytics to improve insights and automation

[Data Analyst Career Guide and Interview Preparation](#) : This certification provides guidance on career paths, interview strategies, and job market insights for data analysts.

WORK EXPERIENCE

upwork--innodata:

Data annotation :

- **Labeled** and **annotated** large volumes of data with high attention to detail and consistency.
- **Ensured accuracy** of annotations by following strict guidelines and conducting regular quality checks.
- **Maintained labeling speed** while meeting quality benchmarks and project deadlines.
- **Collaborated with team members** to resolve ambiguities and improve labeling standards

Link Relevance Evaluation :

- **Assessed** and **tested** the quality and relevance of web links based on predefined criteria.
- **Verified** link functionality, accuracy of content, and compliance with guidelines.
- **Identified** and reported low-quality or irrelevant links for removal or correction

InsightNido

Online Retail Data Analysis :

- **Business Understanding:** Defined project goals to identify customer segments and uncover actionable insights to support marketing and sales strategies.
- **Data Understanding:** Imported and explored the online retail dataset using Pandas, examined structure, detected missing values, duplicates, and anomalies.
- **Data Preparation:** Cleaned and transformed data by handling null values, removing duplicates, correcting data types, and encoding categorical variables for analysis.
- **Exploratory Data Analysis (EDA):** Created visualizations with Seaborn and Matplotlib to reveal sales trends, seasonal patterns, and customer purchase behaviors.
- **Modeling (Clustering):** Applied K-Means clustering to segment customers based on purchase frequency, monetary value, and product preferences; selected optimal clusters using elbow method and silhouette score.
- **Evaluation:** Interpreted cluster profiles to identify high-value segments and cross-selling opportunities, ensuring alignment with business objectives.
- **Deployment (Presentation):** Designed and delivered a clear presentation summarizing methodology

Freelance clients

HR Analytics Dashboard Designer :

- **Developed** an interactive **Power BI** dashboard to highlight employee attrition trends.
- **Identified** key areas with high attrition, supporting HR decision-making.
- **Designed** a user-friendly layout with dynamic filters for deeper insights

SKILLS & INTERESTS

Skills: Microsoft Office (Excel, Word, PowerPoint), SQL , Python , PowerBI , Jira

- Interests:**
- Data Analysis & Visualization
 - Business Intelligence
 - Tech-Driven Problem Solving
 - Project Management & Agile
 - Automation & Efficiency

LANGUAGES

- **Arabic** : native
- **French** : fluent
- **English** : fluent
- **Spanish** : conversationnal