

Moussaoui Chahd

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EDUCATION

Higher Institute of Management :

Bizerte, Tunisia

Diploma in Business Intelligence

Farhat Hached High School :

Bizerte, Tunisia

Science Baccalaureat degree

PROJECT EXPERIENCE

Educational projects :

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 developement including clean code conventions reusable CSS classes and maintainable HTML structure.
- Succesfully implemented best preactices in front-end developement.

Professional Projects :

Telco-customer insights :

- **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 :

- Spearheaded the development of a real-time bus tracking web application for university students, improving accessibility and reliability of transport information.
- Built the platform using **HTML, CSS, and JavaScript** on the client side, and **Express with Socket.IO** on the server side to enable real-time communication of bus locations.
- Designed and implemented an interactive student interface for live bus tracking and a dedicated driver interface for seamless location updates.
- Collaborated within an **Agile** team environment, leveraging **Jira** for task management and **Gantt charts** for project planning to ensure efficient workflows.
- Actively participated in sprint planning, daily stand-ups, and testing, contributing to timely delivery and robust application functionality.

CRM-Analysis :

- **Data Exploration & Analysis:** Analyzed CRM datasets to uncover trends in deals, revenue, products, sectors, regional offices, and sales agents, identifying patterns that informed business decisions.
- **Deal Insights:** Examined won vs. lost deals to detect opportunities for improving sales strategies and optimizing product focus.
- **Dashboard Design & Implementation:**
 - **Sales Dashboard:** Built an interactive Power BI dashboard visualizing deal performance, revenue distribution, and product trends.
 - **Employee Performance Dashboard:** Developed a dynamic dashboard to track sales agent productivity, highlight top performers, and evaluate areas for improvement.
- **Business Impact:** Delivered actionable insights to guide strategic decision-making, helping prioritize high-value sectors, streamline product focus, and enhance sales efficiency.

Titanic :

- **Data Exploration & Cleaning:** Performed EDA on the Titanic dataset, handling missing values (age, embarkation, cabin) and encoding categorical features for model compatibility.
- **Feature Engineering:** Created new variables such as family size, passenger title (from names), and cabin deck grouping to improve predictive accuracy.
- **Model Development & Comparison:**
 - Built three supervised ML models: **Decision Tree, Support Vector Machine (SVM), and K-Nearest Neighbors (KNN)**.
 - Trained and tested each model, comparing performance using accuracy, precision, recall, and F1-score.
- **Model Evaluation & Insights:** Identified key survival factors (gender, class, age, family size). Observed performance trade-offs between models, with SVM showing robustness, KNN reflecting sensitivity to data scaling, and Decision Tree providing interpretability.
- **Project Outcome:** Delivered a reproducible end-to-end workflow for data preprocessing, feature engineering, and model comparison demonstrating practical application of ML for predictive analytics.

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 Preparatio

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

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

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

LANGUAGES

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