

# Moussaoui Chahd

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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 projects :

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

### Personal 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**

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**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**

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| <b>IBM Data Analyst</b> | <ul style="list-style-type: none"><li>• <a href="#">Introduction to Data Analytics</a></li><li>• <a href="#">Excel Basics for Data Analysis</a></li><li>• <a href="#">Data Visualization and Dashboards with Excel and Cognos</a></li><li>• <a href="#">Python for Data Science, AI &amp; Development</a></li><li>• <a href="#">Python Project for Data Science</a></li><li>• <a href="#">Databases and SQL</a></li><li>• <a href="#">Data Analysis with Python</a></li><li>• <a href="#">Data Visualization with Python</a></li><li>• <a href="#">IBM Data Analyst Capstone Project</a></li></ul> |
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| <b><a href="#">Generative AI: Enhance your Data Analytics Career</a></b>   | This certification explores the use of Generative AI in data analytics to improve insights and automation              |
| <b><a href="#">Data Analyst Career Guide and Interview Preparation</a></b> | This certification provides guidance on career paths, interview strategies, and job market insights for data analysts. |

**WORK EXPERIENCE**

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**[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**

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**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**

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