

# Demba NDIAYE

## Data Analyst Junior

### CONTACT

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Lens, 62 📍

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### EDUCATION

- IBM Data Analyst Certification  
2023
- Power BI PL-300 Certification  
2022
- Bachelor's Degree in Business  
Management and Administration  
University of Rennes 2  
2019
- Associate degree in finance –  
Accounting  
University of Polytechnic School  
2017  
Dakar, SEN

### SKILLS

Programming: Python (Scikit-learn,  
Pandas), SQL, VBA

Data Visualization: PowerBI, MS Excel,  
Plotly, Streamlit

Modeling: Logistic regression, linear  
regression, decision trees

Databases: Postgres, MongoDB,  
MySQL

### WORK EXPERIENCE

#### Data Analyst

Veepee

March 2023 - current / Paris, 93

- Developed a Streamlit app with multiple dashboards to track and analyze issues and necessary fixes using Python and Streamlit.
- Built a data model for predicting use cases and conducted corrective actions, resulting in a 12% improvement in predictions.
- Redesigned data model through iterations that improved predictions by 12%
- Utilized Python and SQL to redefine and monitor marketing KPIs, leading to a 38% boost in landing page conversion rate and providing recommendations.

#### Accountant

Veepee

October 2021 - February 2023 / Paris, 93

- Monitored and analyzed unmatched purchase orders.
- Matched purchase orders with supplier invoices and entered invoices in SAP S/4HANA.
- Created a macro in Excel VBA to enhance the tracking of shipments and goods receipts for Dropshipment, Cross-Dock, and Pre-Reception processes.
- Designed a dashboard using Power BI to analyze and facilitate the interpretation of financial data.
- Automated processes using App Script, enabling automatic updates to the accounting tracking table.

#### Account payable

Helexia Developpement

March 2021 - September 2021 / Lille, 59

- Managed supplier invoices, payments, and accounting registration.
- Handled payment schedules and reclassification of advances, monitoring interim payments.
- Developed a tool to track expenses and supplier payments, resulting in improved cash flow.
- Established a supplier listing and budget monitoring using Power BI.