

# Ily Kynion Coulibaly

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## SUMMARY

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Analytics and AI professional with a BS in Mathematics and MS in Business Analytics from Babson College. Experienced in building data driven tools, AI copilots, and decision support systems that improve workflows, product performance, and user insights. Passionate about applying AI to real world operational and product challenges in early stage environments.

## EXPERIENCE

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### Mac Unlimited INC. | Oreland, PA (Remote)

July 2025 – Present

#### *Strategy & Analytics Analyst*

- Led complete business model transformation redesigning revenue structure from 80% active coaching to 70% passive revenue; developed 3-year strategic roadmap through capability optimization and process redesign
- Optimized organizational processes diagnosing conversion funnel issues; designed improved customer journey framework projected to double conversion rates from 10-15% to 20-30%
- Performed comprehensive competitive intelligence analysis evaluating 5+ market competitors; developed strategic positioning framework and differentiation strategy informing pricing, program structure, and go-to-market approach
- Built analytics tracking frameworks and performance dashboards to monitor funnel behavior, customer acquisition efficiency, and revenue performance post transformation

### Entrepreneurial Solutions Partners (ESP) | Abidjan, Côte d'Ivoire

Dec 2023 – Aug 2024

#### *Insights and Data Analyst*

- Built scalable BI infrastructure and automated ETL pipelines processing 10K+ daily records across 10-country operation; created 10+ executive dashboards enabling data-driven strategic decision-making and reducing manual reporting by 50%
- Led financial forecasting initiative using predictive analytics and time-series modeling; developed strategic business case and recommendations securing \$500K USADF grant supporting 300+ agricultural entrepreneurs

#### *Business Development Analyst*

Jan 2023 – Dec 2023

- Led strategic transformation partnering with government stakeholders to design Equatorial Guinea's 5-year national tourism strategy; presented recommendations to 40+ senior officials
- Performed business diagnostics and program redesign for entrepreneurship training initiative serving 450+ participants; conducted needs assessments, developed diagnostic memos, designed measurement frameworks, and produced strategic recommendations that informed PI Training Version 2.0
- Facilitated strategic planning retreats for Ellen Johnson Sirleaf Presidential Center and African Development Bank; assessed organizational challenges through stakeholder sessions, produced action plans guiding organizational growth initiatives
- Recruited and evaluated investment-ready businesses for €1.4M Orange Corners venture program; developed assessment frameworks, conducted business diagnostics, and delivered strategic recommendations to program leadership

### KALA Assurance | Abidjan, Côte d'Ivoire

June 2022 – Dec 2022

#### *Data and Actuary Intern*

- Created actuarial pricing models analyzing 500+ insurance policies using SQL queries and time-series forecasting; enhanced pricing accuracy by 25% through predictive analytics and risk segmentation
- Automated monthly reporting processes reducing manual compilation time by 35% and improving report accuracy; managed multiple analyses under tight deadlines delivering high-quality insights to senior stakeholders

## EDUCATION

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### BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS | Wellesley, MA

Aug 2024 – May 2025

M.S. in Business Analytics | GPA: 3.67/4.00 | Cum Laude

### INTERNATIONAL UNIVERSITY OF GRAND-BASSAM (IUGB) | Grand-Bassam, Côte d'Ivoire

Sept 2018 – May 2022

Bachelor of Science in Mathematics | Concentration: Actuarial Science | GPA: 3.90/4.00 | Summa Cum Laude

## TECHNICAL & SOFT SKILLS

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**AI & Analytics Tools:** Python | SQL | Tableau | Power BI | Excel | Predictive Analytics | Statistical Modeling | A/B Testing

**Product & Data Strategy:** User Behavior Analytics | KPI Design | Decision Support Systems | Dashboard Development

**Strategy & Transformation:** Business Model Design | Process Optimization | Capability Mapping | Operating Model Transformation