

INOUSSA SIMPORE

BUSINESS ANALYST – DATA & STRATEGY

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SUMMARY

MBA in Business Analytics with Computer Science & Entrepreneurship background. A bridge between data and strategy - transforming complex datasets into actionable business insights through advanced analytics and visualization. Expertise spans historical and real-time data analysis (SQL, CRM systems) to strategic decision-making support. Seeking dynamic opportunities to optimize business performance through data-driven solutions

WORK EXPERIENCE

Business Analyst intern, DEAL SQUARD, India

June - August 2024

- Developed a Power BI dashboard analyzing \$212K of hotel revenues (1100+ data, 6 KPIs), reducing the decision cycle by 75% for strategic investments
- Conducted market analysis of 22 properties identifying 59.9% profit margin and opportunities generating 40% additional revenue, recommendations adopted by management
- Piloted cross-functional automation of performance reporting (1,075 rooms), optimizing revenue strategies and investment evaluation
- Supported the marketing team in optimizing campaigns, contributing to a 15% increase in sales thanks to better data-driven decision-making.

Functional Analyst intern TELIA INFORMATIQUE , Burkina Faso

July 2022-Sept 2022

- Designed a internship management platform for 100+ potential users (HR, supervisors, trainees) to manage 200+ files annually and centralize administrative and pedagogical tracking
- Gathered user requirements from 5 workshops and interviews, writing 12 detailed functional specifications for core modules (file management, assignments, evaluations, user access)
- Collaborated with the development team through 3 development phases, ensuring proper implementation of requirements and project milestone delivery
- Conducted functional analysis and system design, projecting a 40% reduction in file processing time and improved pedagogical follow-up based on current workflow analysis

Development Assistant Intern Africa Dreamers Agency ,Burkina Faso

July 2021 - Sept 2021

- Initiated programming journey with Python through structured mini-projects, building foundational skills in software development
 - Created 8+ learning applications demonstrating an understanding of programming logic and problem-solving approach
 - Practiced coding best practices and debugging techniques through hands-on project development
 - Developed analytical thinking and technical problem-solving capabilities essential for business analysis roles
 - Acquire a 360° vision of information systems: software development + technical support.
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SKILLS

Technical Skills

- Dashboard Development - Creating dynamic and interactive dashboards (Power BI, Tableau)
- Data Storytelling - Transforming complex data into actionable business insights
- Performance Analytics - Developing KPIs and strategic monitoring metrics
- Statistical Programming - Development of analysis scripts (Python)
- Data Manipulation - Cleansing, transformation, and structuring of datasets
- Quantitative Analysis - Profitability analysis, margin calculations and optimization
- Database Querying - Data extraction and manipulation

Soft Skills

- Planning Skills - Organizing projects and tasks
- People Skills - Training users, helping customers
- Adaptability - Handling change, staying flexible
- Team Player - Collaborating well, motivating others

EDUCATION

Master of Business Administration (MBA) 2023- 2025

Marwadi University NAAC A+, India

- Specialization in Business Analytics.
- Thesis on " Automating Credit decision with predictive scoring using machine learning ".

Bachelor's in Computer Science and Entrepreneurship 2020- 2023

Burkina Institute of Technology, Burkina Faso

- Thesis on " Setting up an Ordering and Pre-ordering Platform for Market Garden Produce"

PROJECTS

Final Year Project – Credit Decision Automation (ML)

Tools: Python, Scikit-learn, data analytics

Developed an automated scoring system, achieving 88% accuracy in predicting loan approval outcomes

Performed customer data analysis and risk pattern identification for credit decision support

Built an end-to-end solution transforming manual credit evaluation into a data-driven process

HR Performance & Talent Retention Analytics

Tools: Power BI, Excel, DAX

- Developed HR analytics solution tracking employee performance and promotion readiness for strategic workforce planning
- Analyzed 1,470+ employee records, identifying promotion opportunities, performance gaps, and retention risks

LANGUAGES

French (Native) | English (B2)

CERTIFICATIONS

Power BI Data Analysis | Python Programming | Azure SQL | Project Management Analytics

India Business Gamer | Digital Product Management

ADDITIONAL INFORMATION

- Bilingual professional with experience working in Africa and Asia markets
- Specializes in building dashboards that help executives make business decisions