Marouan BOUMGHAIT CHERGUI in

53 Rue des Cheminots
Paris, France
marouane.boumghait.chergui@gmail.com
Tel: +33 769535555

<div style="border:1px solid">

Looking for a permanent contract as a Data Scientist from October

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TRAINING

- ▲ **2023-2024:** Master's student specializing in Digital Marketing & Data
  - ▪ KEDGE Business School of Paris
- ▲ **2020-2023:** Engineer Student in industrial engineering – Project Management
  - ▪ Mohammadia School of Engineers of Rabat
- ▲ **2018-2020 :** Preparatory classes for engineering schools "MP"
  - ▪ Moulay Hassan Preparatory Class
- ▲ **2017-2018 :** Baccalaureate in Mathematical Sciences -B- Engineering Science Specialty – Very Good Honors
  - ▪ Ibn Batouta High School

PROFESSIONAL EXPERIENCE

- ▲ **September 2023- September 2024: Marketing Data Scientist Apprentice at Aptar Groupe – Paris**
  - • **Subject:** ML Algorithms for advertising optimization, ML Algorithms for online customer recommendation - Monthly digital reports, Regional KPI dashboard, Automated lead tracking dashboard, Data Science for customer segmentation
  - • **Skills:** Machine Learning · Power BI · Data Analytics · Mix Modeling · Digital Marketing
- ▲ **February-September 2023: Data Scientist Intern at AdvanThink - Paris**
  - • **Subject:** Engineering of Advanced Data Science Models for Banking Fraud Detection
  - • **Skills:** Project management · Amadea · Machine Learning
- ▲ **July-August 2022: Intern Data Scientist at PORTNET - Casablanca**
  - • **Subject:** Data analysis and identification of sources of variability in the container stay process at the port - Development of a Machine Learning model for predicting the stay time of containers in the port - Weekly forecasts of the average stay time of containers containers in the port
  - • **Skills :** Data Engineering · Data analytics · Machine Learning · Flask · MS Power BI
- ▲ **March - June 2022: Apprenticeship in Data Science at STARK TECH** " *Data Science Consulting Firm"* **– Casablanca**
  - • **Subject:** Improving the productivity of the LS Cosmetics company with BI and Data Science: RFM Analysis, Dashboard, customer segmentation and Marketing Mix Modeling
  - • **SKILLS :** MS Power BI · Data analytics · Python · SQL · ClickUp · Mix Modeling
- ▲ **July 2021: Introductory course at STANDARD PROFIL - Tangier**
  - • **Subject:** Contribution to resolving problems related to production and working methods
  - • **SKILLS :** SAP- Microstation – FREPPLE – Agile

FINALISED PROJECT

- ▲ **Certification:** STEM Connect Virtual Experience Program (**DELOITTE**), Data Analytics Consulting Virtual Internship (**KPMG**), Strategy Consulting Virtual Experience Program (**BCG**)

KNOWLEDGE

- ▲ **Data Science** : Scikit-learn, Pandas, Numpy, Matplotlib, Scipy, Deep Learning, RNN, CNN
- ▲ **Computer science : Python** , Matlab, SQL, SPSS, Office Suite, R, MS Azure, Power BI, Open CV

LANGUAGES

▲ Arabe : Native   ▲ Français : Bilingue   ▲ Anglais : Advanced

CENTERS OF INTERESTS

- ▲ **EmiEconomie** club and Ex-Head of the sponsorship unit of the industrial engineering day
- ▲ Design & Design, Chess, Tennis, DIY, Swimming…