NASSIRA BOUHOUM
BI & Data Analyst

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Location: Nador, Morocco
LinkedIn | Github | Portfolio

- ## EDUCATION:

  - Bachelor's Degree in Economics and Business Administration, Mohamed 1st University. 2024.

- ## SKILLS:

  - Data Analysis & Visualization: Data cleaning, wrangling, analysis, and visualization using Python, R, Excel, Tableau, and Power BI.
  - Programming & Databases: Proficient in Python, SQL, and R for data manipulation, analysis, and database queries.
  - Business Intelligence & Reporting: Skilled in creating dashboards and visual reports using Tableau, Power BI, and Excel, and presenting insights with PowerPoint.
  - ETL & Data Engineering: Experience in building ETL pipelines for data extraction, transformation, and loading using Python (Pandas, SQLAlchemy) and SQL.
  - Statistical Analysis: Experienced in hypothesis testing, regression analysis, and exploratory data analysis (EDA).
  - Data Scraping & Automation: Extracting and processing data from websites and APIs using Python libraries.
  - Machine Learning: Hands-on knowledge of supervised and unsupervised learning models, feature engineering, and model evaluation.
  - Cloud Computing: Basic knowledge of cloud services and security.
  - Soft Skills: Problem-Solving, Critical Thinking, Attention to Detail.

- ## EXPERIENCE:

  - Data Analytics Job Simulation, Quantium - March 2025:   Link
    Completed a job simulation focused on Data Analytics and Commercial Insights for the data science team

  - Data Analytics Job Simulation, Deloitte Australia - April 2025   Link
    Completed a Deloitte job simulation involving data analysis and forensic technology

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- ## CERTIFICATIONS:

  - Business Intelligence Data Analyst Career Path, Codecademy, 2024   Link
  - Learn R, Codecademy, 2023   Link
  - Machine Learning with Python, IBM, 2025   Link
  - Machine Learning Statistical Foundations Professional Certificate by Wolfram Research, 2025   Link
  - Career Essentials in Data Analysis by Microsoft and LinkedIn, 2025   Link

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- ## PROJECTS:

  Financial Risk Assessment Using Machine Learning   Link
  - Conducted exploratory data analysis (EDA) on demographic and credit-related variables to identify risk factors
  - Built predictive models to assess loan approval and creditworthiness using logistic regression and decision trees
  - Created a Tableau dashboard summarizing key findings.

  Customer Segmentation for Retail Business   Link
  - Analyzed customer demographics and behavioral patterns to derive insights for targeted marketing
  - Designed interactive visualizations in Tableau showcasing customer preferences and spending habits

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- ## LANGUAGES:

  English (Fluent), French (Fluent), Arabic (Fluent)