

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, Quantum - March 2025: [Link](#)
Completed a job simulation focused on Data Analytics and Commercial Insights for the data science team.

• 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](#)

• 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

• LANGUAGES:

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