

RAYEN FARES

Senior Business Analytics and Information Technology Student
Tunis Business School

+216-92461353 @ rayenfares56@gmail.com linkedin.com/in/rayen-fares/ Mourouj, Tunis



SUMMARY

As a senior student, I am actively seeking an **end-of-studies internship (PFE)** in the **Business Analytics** field to further enhance my competencies in data analysis, problem-solving, and strategic thinking. I'm thrilled at the prospect of applying my **analytical skills** and determination to real-world challenges. With a strong passion for continuous learning and growth, I am committed to deepening my skills in **data analytics, business intelligence, and machine learning** to drive tangible results.

EXPERIENCE

Business Intelligence Analyst Intern

AMA group Jul 2023 - Aug 2023 Tunis

AMA Group is a construction company known for its involvement in large-scale building projects. The internship focused on solving a major problem within the organization: the **transformation** of their **manual data collection** process into a **centralized and digitized solution**, along with the creation of a corresponding **dashboard for data visualization**!

- Collaborated closely with the HSE director and stakeholders to gain a deeper understanding of business requirements and challenges.
- Managed the transformation of the **data collection process**, implementing a centralized system with Microsoft Forms to optimize submissions.
- Implemented **Power Automate** for automated notifications, ensuring **just-in-time communication** and reducing administrative workload.
- Used **Power BI** to create visually appealing **dashboards** that provide real-time information on project progress, enhancing **decision-making**.

Head of Marketing

Enactus TBS Jun 2021 - May 2022 Mourouj, Tunis

Enactus TBS, a subsidiary of Enactus, is an international NGO. As a Marketing leader, I developed and executed impactful marketing strategies, driving brand awareness and fostering sustainable growth.

- Developed and executed data-driven online and offline marketing strategies, driving brand awareness and engagement.
- Achieved a remarkable **200% growth** in digital presence and audience interaction across Facebook, Instagram, and LinkedIn.
- Led a team of **10 members**, providing guidance and support to achieve **shared goals** in a data-centric environment.
- Streamlined workflow processes, established clear goals, and optimized productivity for successful project outcomes.

Freelancer

Graphic Designer 2017 - 2023 Online

As a freelance graphic designer, I collaborated with **multinational** clients across **diverse industries**, creating impactful marketing materials that adhere to brand guidelines and captivate diverse audiences.

- Successfully managed multiple projects **simultaneously**, consistently delivering exceptional designs **on time and within budget**.
- Conducted **training sessions** for a total of **200 attendees**, sharing my knowledge and experience on **graphic design principles**.
- Developed strong **interpersonal and communication skills** while working closely with clients to understand their needs and provide tailored design solutions.
- Extracted insights from media metrics as a **social media manager**, identifying trends and improvement opportunities.

COURSES

Machine Learning with Python by IBM
Coursera

Data Analyst Associate Certificate
Datacamp

EDUCATION

Bachelor of Science in Business Administration

Tunis Business School

2020 - Present Mourouj, Tunis

Relevant Coursework: Data Analysis, Data Mining, Operations Management, Forecasting, Database Management System, BI, Security.

SKILLS

BI Data Analysis Machine Learning
Optimization Strategies Power BI
Python SQL Microsoft Suite
Adobe Suite Branding Market Research
Problem Solving Fast Learner
Team Collaboration Detail-oriented

PROJECTS



Facial Recognition Attendance System

A machine learning facial recognition attendance system using **Python**; **Haar Cascade** for face detection, and **Keras' FaceNet** model for facial recognition.

Achieved **99.5% accuracy**, automating attendance for **500+ employees daily**.

Replaced manual data collection, increasing **reliability and efficiency**.



Cybersecurity Project: Image Steganography System

Implemented image steganography system to securely **hide information within images**, ensuring data confidentiality and integrity.

Developed user-friendly interfaces using **Figma** for design and **Python** for integration.



Market Analysis for Video Games Industry

Conducted an analysis for gaming industry, using **Talend** and **Power BI** for data **cleaning, integration and visualizations**.

Applied **web scraping** using **Python** to gather data from online articles.

Explored key metrics to provide actionable insights for **decision-making** enabling the company to align their game production with market demand.