

ASMAE BOUZID

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EDUCATION

Columbia University Master of Science, Operations Research , GPA: 3.5 <u>Relevant courses</u> : Machine Learning, Optimization, Data Analytics, Probability & Statistics, Stochastic Models, Business Analytics, Dynamic Pricing and Revenue Management, Transportation Analytics Course Assistant for IEOR 3658 Probability for Engineers	New York, NY Expected Dec 2022
Ecole des Ponts ParisTech Master, Supply Chain Management , GPA: 3.7	Paris, France Dec 2018
Ecole Mohammadia d'Ingénieurs Bachelor of Science, Electrical Engineering	Rabat, Morocco Jul 2015

EXPERIENCE

Saint-Gobain DSC Pricing & Marketing Data Analyst <ul style="list-style-type: none">Performed an Agglomerative Hierarchical Clustering of customers to adjust irrelevant systematic customers discounts resulting in a gain of \$150k over 6 monthsDesigned a pricing tool based on simulations, leading to 4 points increase in gross margin rateDeveloped monthly marketing dashboards and provided pricing and marketing analysis and insights to different business stakeholders	Paris, France Mar 2020 - Jun 2021
Supply Chain Data Analyst <ul style="list-style-type: none">Managed “Logistics Data Reliability” project; created a SQL database and led its implementation process resulting in: a yearly gain of \$600k, and a 300% improvement of data accuracyLed a process digitalization project and saved 5 hours per month per product ownerInitiated numerous Microstrategy training sessions for teams of 10 collaboratorsDeveloped supply chain KPIs and dashboards using SQL and Microstrategy	Sep 2017 - Mar 2020
Sanofi Supply Chain Data Intern <ul style="list-style-type: none">Improved the workflow of products codes creation and saved 40 hours per month for the master data teamConducted a gap analysis to assess compliance of internal ERP with IDMP requirements	Paris, France Jan 2017 - Jul 2017
Saint-Gobain Sekurit Supply Chain Intern <ul style="list-style-type: none">Generated and shared supply chain KPIs using SAP BO reporting toolsConstructed and implemented an IT assessment tool for logistics and transport providers	Thourotte, France Jan 2016 - Jul 2016
LATTS Laboratory, Ecole des Ponts ParisTech Research Intern <ul style="list-style-type: none">Conducted a quantitative analysis of centralized and decentralized energy production business models	Paris, France Feb 2015 - Jul 2015

ACADEMIC PROJECTS

Image Classification - IEOR Columbia University, Fall 2021 <ul style="list-style-type: none">Built a PyTorch deep learning model for supervised images classification and obtained a test accuracy of 88%
Clustering and Market Segmentation - IEOR Columbia University, Fall 2021 <ul style="list-style-type: none">Explored a dataset of 2240 customers and classified these customers into clusters for targeted marketing campaignsExecuted EDA on the dataset, namely PCA to reduce the number of features, then applied KMeans model from the sklearn.cluster library and combined the Elbow method and the Silhouette analysis to pick the best number of clusters

SKILLS & INTERESTS

Computer Skills	Python, R, SQL, Gurobi, CVXPY, Cloudera Data Science Workbench, SAP, Microstrategy, Power BI, Pack Office: Excel (VBA), Access
Languages	English (Fluent), French (Native), Arabic (Native)
Interests	Theater (Workshops for more than 4 years), Music (1 year of singing), Volunteering (Board member of civic and social association MLB working on projects to promote civic education)