



# Amine BAAZZOUZ

## Data scientist



### PROFESSIONAL EXPERIENCE

#### CIH BANK

2016-today

#### Marketing Data analyst

Analyzing customers behaviour, segmentation for direct marketing, proposition of prices for products and services.

#### Project IBM Certificate

2020

#### Best Neighborhoods for Business project in Amsterdam

Proposing the best neighborhoods using K-means algorithm with python and geolocation of stores in Amsterdam

#### Project PhD

2021

#### Interpretability of deep neural network

Analyzing a convolutional neural network for image recognition and interpretation of neurones activations

#### Project Graduation

2015

#### Developping a scoring system to predict solvency

Analysing financial information of private debt issuers using logistic regression to predict the score of solvency

### References

[https://github.com/amiynovic/testrepo/blob/main/Presentation\\_Data%20science%20Capstone.pdf](https://github.com/amiynovic/testrepo/blob/main/Presentation_Data%20science%20Capstone.pdf)

[https://github.com/amiynovic/testrepo/blob/main/Report\\_Battle\\_of\\_n\\_ighborhoods.pdf](https://github.com/amiynovic/testrepo/blob/main/Report_Battle_of_n_ighborhoods.pdf)

[https://github.com/amiynovic/testrepo/blob/main/Battle%20of%20Neighborhoods\\_Capstone%20project.ipynb](https://github.com/amiynovic/testrepo/blob/main/Battle%20of%20Neighborhoods_Capstone%20project.ipynb)



### STUDY

#### Engineer Degree in Statistic & Applied Economy

National Institut of Statistic and Applid Economy  
2015

#### IBM Data science certificate

IBM

2020

#### PhD Student in Artifitial Intelligence

Theoretical insights in Deep neural network architectures, Hassan First University, FST Settat  
2020-2023



### SKILLS

#### Data science & Marketing

Machine learning

Pricing

Statistical analysis

Dashboard

Marketing insights

Econometry

#### Tools

Python

Github

R

PPT, Excel

SQL

Typeform

D3.js

amchart