Asma Laaribi

Engineering student in ERP-Business Intelligence

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SUMMARY

Computer engineering student with a specialization in ERP systems and Business Intelligence. Proven expertise in increasing revenue through data-driven insights and process automation. Proficient in data visualization and reporting tools, recognized for solving complex challenges and implementing high-impact solutions. Actively seeking a 6-month internship to develop practical skills and contribute to a progressive organization.

SKILLS

Technical — Apache Kafka, Spark, Hadoop, SQL, Python, R, C#, PostgreSQL, Oracle Database, MongoDB, Snowflake Cloud, Azure DevOps

Computer — Power BI, Tableau, Talend, Microsoft Excel, SPSS, SQL Server, SAP BusinessObjects, Dynamics 365, NetSuite ERP

Interpersonal — Team collaboration, Effective communication, Problem-solving, Analytical thinking

PROFESSIONAL EXPERIENCE

Jan 2022 – Mar 2024
North Urban Center, Tunisia

Data Science & Reporting Analyst
Hydatis ⧉
- Developed CNN models based on VGG16 architecture, achieving 95% accuracy using TensorFlow.
- Cleaned and normalized millions of images with OpenCV, eliminating 99% of noisy and duplicate data.
- Created Tableau dashboards for real-time AI performance insights, reducing system downtime by 20%.
- Presented data-driven insights to senior management, boosting operational efficiency by 10%.

Feb 2021 – Jun 2021
Tunis, Tunisia

Marketing Data Analyst - Professional Thesis Internship
La Poste Tunisienne ⧉
- Increased revenue by 25% by identifying upselling opportunities through transactional data analysis.
- Forecasted a 15% user retention increase with SQL-driven A/B testing for the D17 application.
- Achieved 99% system uptime and eliminated data loss with PostgreSQL replication strategy.
- Automated data extraction and Power BI report generation , decreasing production time by 35%.

Feb 2019 – May 2019
Ariana, Tunisia

Web Analyst - Final Assignment Internship
TrustiT ⧉
- Applied item-based collaborative filtering using Scikit-learn, boosting memberships by 10%.
- Evaluated web traffic data using sequence analysis techniques, leading to a 20% increase in conversion rate.
- Utilized spaCy for text mining, boosting customer satisfaction by 25% through insightful comment analysis.
- Set up multivariate tests to enhance user experience, increasing time spent on the website by 22%.

EDUCATION

Sep 2023 – Present
Ariana

Master of Computer Engineering, ERP-Business Intelligence
ESPRIT School of Engineering ⧉

Sep 2019 – Jun 2021
Manouba City

Master of Professional Studies in Management Information Systems, E-Business
University of Manouba - Higher School of Digital Economy ⧉

Sep 2016 – May 2019
El Ghazela Technopark

Bachelor of Applied Science, Management of Information Technology and Communication
Higher Institute of Technological Studies in Communication ⧉

VOLUNTEER WORK

Jan 2022 – Jun 2024
Tunis, Tunisia

Lions Club
Project coordinator
- Coordinated a team of 12 volunteers to provide academic support for 40+ underprivileged students.
- Directed a volunteer initiative that assisted 40+ struggling students with personalized tutoring sessions.
- Mobilized resources to create a support fund, raising 10,000 TND to support educational programs.
- Launched mentoring programs that paired 120 students with 50+ industry professionals.

Feb 2022 – May 2023
Tunis, Tunisia

ENACTUS
Volunteer
- Promoted selective waste collection, achieving a 30% increase in the community's recycling rate.
- Raised awareness among over 1,000 community members to encourage the adoption of sustainable practices.
- Trained over 200 residents in waste sorting methods through educational workshops and local events.
- Initiated a zero-waste initiative that reduced the community's carbon footprint by 25%.

LANGUAGES

French (C1: Fluent) | **English** (B2: IELTS 6/9) | **Spanish** (B1: Conversational fluency) | **Arabic** (C2: Native speaker)