AYOUB SMATTI

(+1) 438 274 7801

saberayoubsmatti@gmail.com

https://www.linkedin.com/in/saberayoubsmatti/

Quebec, Canada

WORK EXPERIENCE

Power Bi Developer/Data Analyst   Dec. 2023 - Present

LB Technologies Quebec INC 9451-3587 • Montréal, Canada

* Automated manual Excel-based reports with Power BI, reducing report preparation time by 80%.

* Conducted Exploratory Data Analysis (EDA) to identify data quality issues, patterns, and key trends for reporting.

* Designed interactive dashboards used by 12+ stakeholders (Sales and Marketing department).

* Built a predictive staffing report using historical data to optimize workforce planning.

* Delivered mobile-responsive dashboards and scheduled paginated reports to Sales and Marketing teams daily.

* Collaborated with cross-functional teams to align insights with operational and strategic business goals.

Machine Learning Researcher   Sep. 2023 - Jan.2024

InnovaCité • Ottawa, Canada

* Prepared and cleaned raw datasets to ensure quality inputs for machine learning models.

* Performed Exploratory Data Analysis (EDA) to understand data distributions, detect anomalies, and guide feature selection.

* Developed and trained machine learning models, optimizing for accuracy and generalization.

* Evaluated model performance using appropriate metrics (accuracy, precision, recall, F1-score) to ensure dependable predictions.

* Collaborated with cross-functional teams to define and improve evaluation criteria for AI models.

* Documented all processes and model results to support transparency and reproducibility.

Intern Data Scientist (Winter 2020)   Feb. 2020 - Jun.2020

Ericsson • Algeria

* Developed a deep learning model that improved network intrusion detection accuracy and speed.

* Built a machine learning classifier for reliable identification of various cyberattack types.

* Created a full-stack web application to enable real-time monitoring and management of security alerts.

* Integrated AI models into a single platform, streamlining data processing and enhancing operational efficiency.

* Authored the final year thesis documenting the research, development process, and results.

EDUCATION

Microsoft Fabric Analytics Engineer Associate DP-600   Jun. 2024 - Aug. 2025
Status • in progress

Microsoft Power BI Data Analyst PL-300 Certificate   Feb. 2024 - Jun. 2025
Status • **obtained**

Diploma in Computer Programming   Sep. 2022 - Dec. 2023
College la Cité • Ottawa, Ontario

Master's degree in ICT and Management   Oct. 2018 - Sept. 2020
ENSTICP • Algiers, Algeria
(MIFI Quebec diploma recognition **available** case number: C4467072)
(WES Diploma recognition **available** case number: #6496707)

Bachelor's degree in Telecommunication and Computer Networks   Oct. 2015 - Oct. 2018
ENSTICP • Algiers, Algeria
(MIFI Quebec diploma recognition **available** case number: C4467072)
(WES Diploma recognition **available** case number: #6496707)

SKILLS

* **Power BI**: Prepare the data | Model the data (DAX, relationships, hierarchies) | Visualize and analyze data (interactive reports, custom visuals) | Manage and secure Power BI (Row-Level Security, workspaces, data refresh)

* **Excel:** PivotTables & PivotCharts | Power Query (Get & Transform) | Advanced formulas (VLOOKUP/XLOOKUP, INDEX/MATCH) | Conditional Formatting | What-If Analysis | Solver | Advanced charting | Macros & VBA (basic)

* **Programming:** Python | R | SQL | T-SQL | Django | Pandas | Numpy | Matplotlib | Seaborn | Jupyter Notebooks | REST APIs | Git & GitHub (version control)

* **Databases & Data Modeling:** MySQL | PostgreSQL | SQL Server | Database design | Data normalization | ETL basics | Data warehouse concepts | Star schema

* **Analytics & Statistics**: Descriptive analytics | Data visualization best practices | KPI design | A/B testing basics | Business process analysis | Statistical thinking

* **Cloud & Tools:** Microsoft Fabric | Azure (basic) | PowerPoint (data storytelling) | Tableau (introductory level) | Jira (project tracking)

* **Collaboration & Teamwork:** Strong communication | Collaboration with cross-functional teams | Stakeholder management | Ability to work with diverse teams | Agile & adaptive to evolving project needs.

LANGUAGES

French: Near-native proficiency | Excellent written and spoken communication | Fluent in academic, professional, and everyday contexts

English: Professional working proficiency (B2–C1) | Strong reading, writing, and verbal skills | Comfortable working in English-speaking environments

Spanish: Intermediate proficiency (B1) | Able to engage in everyday conversations and understand general written content | Continuing improvement through practice and self-study