



# AYOUB TAOUBABI

## DATA ANALYST

Junior Data Analyst | Passionate about transforming data into actionable insights to drive strategic decision-making. Curious and committed to continuous learning, I combine creativity and analytical rigor to deliver innovative, data-driven solutions to complex challenges.



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Agadir, Morocco

## EDUCATION

### BACHELOR OF EXCELLENCE IN DATA ANALYTICS AND AI

University Ibn Zohr - Agadir  
2024 - Present

### DUT IN BUSINESS INTELLIGENCE AND STATISTICS

École Supérieure de Technologie FBS  
2022 - 2024

## COMPÉTENCES

- Python, SQL
- APIs, Web Scraping, Automation
- Data analysis, ETL, Feature Engineering
- PostgreSQL, Oracle DB
- Machine Learning, Deep Learning
- Power bi, Matplotlib, Seaborn
- FastApi, Flask, Streamlit
- Git, Github

## LANGUES

- Arabic: Native
- English: Fluent
- French: Intermediate

## INTERESTS

- Traveling
- Reading
- Sports

## EXPÉRIENCE

### SOFTWARE DEVELOPMENT INTERN | 2024 — 3 MONTHS

Lumnex, France

- Developed a REST API for gateway control.
- Implemented advanced control systems.
- Utilized a Raspberry Pi to create and manage the simulation environment for testing and validation.

### DATA ANALYST INTERN | 2024 — 1 MONTH

Office Chérifien des Phosphates

- Organized and analyzed marketing and operational data.
- Identified patterns and anomalies within datasets.
- Used Power BI and SQL to redefine and monitor key performance indicators (KPIs) for marketing initiatives.

## PROJECTS

### MY SCORE – REAL-TIME FOOTBALL ANALYTICS APP

- Built with Python and Streamlit for real-time match stats
- Processed live data using APIs and JSON
- Interactive dashboard with team comparisons and scores

### COFFEE SHOP SALES DASHBOARD

- Visualized sales, KPIs, and trends in Power BI
- Used DAX for custom metrics and filters
- Enabled insights by product, date, and region

### MOVIE RECOMMENDATION APP – TMDB API

- Built a movie recommender using Python and the TMDB API
- Parsed and processed movie metadata with Pandas
- Suggested similar titles using cosine similarity