

BECHER ZRIBI

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Profile

As a motivated Business Analytics student, I bring a strong foundation in Data Analysis, Programming, and Statistical Modeling, with hands-on experience in Python, Power BI, and Machine Learning. I excel at turning complex data into actionable insights and am seeking an end-of-studies internship to apply my skills, contribute to dynamic teams, and solve real-world business challenges.

Education

Tunis Business School

Bachelor of Science in Business Administration

Tunis

Since 2021

- Major in Business Analytics, Minor in Information Technology.
- Courses: Data Mining, Data Analytics, Advanced Econometrics, Time Series Analysis, Business Optimization, Calculus, Linear Algebra, Operation Research, Game Theory, Business Intelligence, Project Management, Supply Chain management, Network analysis.

Work Experience

Ominet

Data Analyst Intern

Tunis

Jun - Aug 2024

- Assisted in developing a rental pricing analysis tool using Python to identify trends and improve prediction accuracy.
- Conducted data research and worked with historical data sets to support the development of an analytical framework.

GCT (Chemical Group Tunisian)

Financial Analyst Intern

Tunis

Jul - Aug 2023

- Prepared and analyzed financial reports for budgets exceeding **500K TND**, providing actionable insights to management. .
- Used Excel and Power BI to create **10+ visual dashboards**, tracking key financial metrics and improving decision-making efficiency.

ThriftHome and PolgaShop (Small Business Owner)

Entrepreneur

Tunis

2020 - Present

- Successfully manage two e-commerce businesses on Instagram:
 - **PolgaShop**: Specializing in vintage clothing with **3,500+ followers** and generating monthly sales of over **700 items**.
 - **ThriftHome**: Focused on trendy accessories, catering to a niche audience with **250+ followers** and achieving **10%** monthly revenue growth.
- Increased engagement rates by **35%** through targeted social media campaigns and influencer partnerships.
- Manage inventory of **150+ products** and implement pricing strategies to ensure steady revenue growth and customer satisfaction.

University Projects

Marketing Mix Modelling System

Ongoing

- Developed a data analysis system in Java using object-oriented programming (OOP) principles like encapsulation and abstraction.
- Implemented data ingestion and preprocessing modules for **CSV, Excel, and databases**, and built visualizations using JFreeChart.
- Integrated machine learning models for predictive analytics, enhancing data-driven decision-making processes.

RESTful API Development with Flask

Ongoing

- Creating a RESTful API with Flask, incorporating JWT authentication for secure user access.
- Integrating external data sources through APIs and building a scalable backend using SQLAlchemy for efficient database management.

- Using Redis for caching to improve response times and handle high-volume requests.

Churn Analysis with Power BI

Jul 2024

- Analyzed customer churn data from over **6,500 records** to identify key patterns and trends.
- Created interactive Power BI dashboards displaying churn rate and retention metrics.

Facial Recognition Attendance System

May 2024

- Built a secure facial recognition system using OpenCV for real-time attendance tracking.
- Developed an algorithm to convert facial features into unique "faceprints" for efficient user verification.
- Designed a user-friendly system for storing and retrieving attendance data.

Department Store Analysis

Dec 2023

- Cleaned and preprocessed datasets for accuracy and consistency.
- Implemented ETL processes and optimized data models for better performance.
- Created interactive dashboards in Power BI to highlight sales and customer trends.

Certifications & Professional Development

- Data Analyst with Python — DataCamp
- Machine Learning Fundamentals — DataCamp
- Power BI Fundamentals — DataCamp
- Ai Fundamentals — Datacamp

Extracurricular Activities

Event Manager

2021-2022

Job Fair TBS

- Coordinated logistics for a job fair attended by over **200 participants** and **20+ companies**.
- Applied problem-solving techniques to address challenges, ensuring a seamless event experience.
- Negotiated sponsorships and managed a budget of over **5,000 TND** to maximize resources.
- Successfully managed multiple tasks, leading a team of **10 volunteers** to execute the event efficiently.

Languages and Skills

• Technical Skills:

- **Data Science and Programming Languages:** Python (Pandas, NumPy, Scikit-Learn, TensorFlow, PyTorch), SQL, MongoDB.
- **Data Analysis and Visualization:** Excel, Google Sheets.
- **Machine Learning:** Supervised and Unsupervised learning, Deep Learning, Model Evaluation.
- **Web Development and APIs:** Flask, Docker, Swagger, NodeJS, Java.
- **Tools and Productivity Platforms:** Microsoft Office (Word, Excel, PowerPoint, Teams), Google Workspace (Docs, Meet, Slides), Git.

• Soft Skills:

- **Problem-Solving:** Strong ability to analyze and break down complex problems.
- **Communication:** Completed and presented insights for over 4 projects in Data Analysis, Communication Skills, and Business Analytics to diverse audiences.
- **Team Work:** Experienced in collaborating on cross-functional projects.
- **Adaptability:** Quick to learn and apply new technologies and concepts.
- **Attention to Detail:** Thorough in data cleaning, analysis, and reporting.

• Languages:

- **Arabic:** Native
- **English:** Advanced
- **French:** Intermediate
- **German:** Beginner