

# BECHER ZRIBI

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## Profile

As a motivated Business Analytics student transitioning into AI Engineering, I combine strong foundations in data analysis, programming, statistical modeling, and end-to-end AI system deployment. Proficient in Python, FastAPI, Azure Cognitive Services, LLM prompt engineering, Machine Learning, and Deep Learning, I excel at transforming complex datasets into scalable AI solutions and technical content.

## 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

### Ukla

End-of-Studies AI Engineer Intern

Tunis

Feb 2025 – Present

- **Automated Recipe Data Acquisition from Video Content (FastAPI Service)**
  - Developed and deployed a FastAPI microservice for ingesting and processing recipe videos (content onboarding automation).
  - Integrated Azure Speech API for audio extraction and Tunisian Arabic transcription (achieved 80%+ accuracy).
  - Engineered prompt chains with OpenAI GPT to convert transcripts into structured recipe data (ingredients, quantities, and steps).
- **Hybrid Recipe Recommendation System Development (FastAPI Backend)**
  - Developed a hybrid recommendation engine using Content-Based and Collaborative Filtering techniques, fully deployed with FastAPI.
  - **Content-Based Filtering:** Implemented semantic similarity using SBERT for recipe titles and FastText for ingredient vectors. Used FAISS to enable fast and scalable similarity search.
  - **Collaborative Filtering:** Trained an ALS model for interaction-based recommendations and incorporated LightFM with user demographics (age, gender) to address cold-start problems.
  - **System Integration and Analytics:** Built recommendation API endpoints, tracked user interactions, and designed logging mechanisms for performance monitoring and continuous improvement.

### 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

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### Marketing Mix Modelling System

Jan 2025

- 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

Jan 2025

- 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..

### 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.

## Certifications & Professional Development

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- Data Analyst with Python — DataCamp
- Machine Learning Fundamentals — DataCamp
- Power BI Fundamentals — DataCamp
- Ai Fundamentals — Datacamp
- Building APIs in Python — Datacamp
- GitHub & Git Fundamentals — Datacamp

## Extracurricular Activities

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### Event Manager

2021-2022

*Job Fair TBS*

- Coordinated logistics for a job fair attended by over **200 participants** and **20+ companies**.
- 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

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### • 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, LLMs, Prompt Engineering, Model Evaluation.
- **Web Development and APIs:** Flask, Docker, Swagger, Kubernetes, NodeJS,
- **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).