



## AZENBAR Adham



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### Location

Paris, France

## Profile

Multi-faceted data expert with experience in various sectors including media, telecom, and banking.

Skilled in data architecture, analysis, predictive modeling, user segmentation, and recommendations.

## Academic Background

### PST&B

Tech expert : AI & Business Transformation

### ESG

Mba Big Data & IA

### University Paris Descartes

Master in Mathematics, Modeling, and Learning

### University Paris Saclay

Bachelor's Degree in Applied Mathematics

## Skills

### Programming languages:

Python, SQL, Spark, R, GIT, Javascript, , HTML, CSS

### Frameworks/Tools:

Flask, Numpy, Pandas, Pyspark, Tensorflow, Scipy, Scikit-learn, Sqlalchemy, Requests, Bs4, Selenium, Seaborn, Matplotlib, Dash, Plotly, Dataiku DSS, PowerBI, Tableau, Excel

## Amaris Consulting - Consultant LLM & GenAI

Since 2023

### AG Insurance

- **Enterprise Underwriting (UW):** Implemented an LLM to analyze fire risks from heterogeneous data, improving risk assessments for a corporate portfolio.
- **Sustainability Project:** Led the analysis of CO2 emissions for a portfolio of 1 million vehicles, developing a dashboard to monitor ecological impact, contributing to a strengthened sustainability strategy.

### Proximus

- Launched a GenAI initiative using a multi-agent LLM process to refine marketing strategies and improve campaign targeting, increasing marketing efficiency.

### Euroclear

- Conducted a benchmarking study on LLMs, evaluating implementation strategies and key success factors to optimize technological decisions in a business context.

### Technical Stack:

- Python, SQL, Excel, Langchain, OpenAI, Hugging Face, Looker, Presto, Hive, GCP, Azure.

## Société Générale - Data Scientist & Analytics Engineer

2022 - 2023

- Develop machine learning models to anticipate risk behaviors, refining customer segmentation and recovery processes.
- Design a custom reporting system with a Power BI dashboard for real-time monitoring, optimizing the management of retail banking activities in France.
- Automate data flows and ETL processes with Python, improving the efficiency and accuracy of data management

### Technical Stack:

- Python, Numpy, Pandas, PySpark, GIT, SQLAlchemy, Scikit-learn, Excel, Power BI, DSS DATAIKU, MySQL, SQLite, Hive.

## Groupe M6 - Data Scientist

2021 - 2022

### Empirical Analysis and Classification of Churners (Machine Learning)

- Lead a rigorous empirical analysis to identify the characteristic behaviors of "churners" within the AVOD, enabling precise categorization.
- Develop and implement a classification and regression model to identify churners (classification) and quantify associated losses (regression), contributing to a deeper understanding of the phenomenon.
- Proactively integrate the study results into the company's KPIs (RFE, Profiles) and model performance, providing concrete information to guide decisions.
- Successfully present findings to the marketing and animation department teams, facilitating understanding and adoption of the recommendations.

### Statistical Applications and Performance Evaluation

- Apply advanced statistical methods, including A/B testing, to thoroughly evaluate the performance of the 6play platform.
- Design and conduct RCA tests to assess performance among multiple populations based on a complex combination of variables.
- Provide in-depth analyses from the creation of A/B/C/D tests, allowing for data-driven strategic recommendations.
- Contribute to informed decision-making by providing detailed analyses of performance and optimization recommendations.

### Time Series Analysis for GDPR Compliance

- Apply time series analysis techniques to assess user consent in compliance with GDPR reforms.
- Analyze user consent for AdAnalytics and Adtargeting purposes.

### Creation of Monitoring Tool and Data Scraping

- Use web scraping skills (Beautiful Soup, Selenium, and NLP processing) to create a "golden table" that cross-references the 6play catalog with external sources such as Allociné and the IMDB API.
- Design a strategic monitoring and program acquisition tool to strengthen editorial and content acquisition decisions.

### Creation of Dynamic Dashboard on Apache Superset

- Utilize expert SQL skills to explore large datasets across platforms such as AWS and Big Query.
- Design and deploy interactive dashboards on Apache Superset, enabling business teams to access dynamic reports through SQL queries and Jinja filters.
- Provide easy access to essential information on user profiles, catalog availability, and program performance.

### Technical Stack:

PySpark, Python, SQL, Excel, Data Studio, Apache Superset, Presto, Hive, AWS, GCP.