



Nisrine CHOUIKH

## Business Data Analyst

A Data Whisperer - Turning numbers into game-changing insights.

@nisrinechouikh

nisrinechouikh@gmail.com

National

Salé, Morocco

0642-089127

<https://github.com/Niss0205>

### Education

- Big Data Computer Engineering**  
International University of Rabat  
09/2017 – 07/2022 *Rabat, Morocco*
- Baccalaureate Degree**  
Al Maarif High School  
09/2016 – 06/2017 *Salé, Morocco*

### Work experience

- Business Data Analyst**  
Leyton  
09/2022 *Casablanca, Morocco*
  - Worked in the Data Insights team to analyze client and organizational needs through data analysis, driving informed decision-making.
  - Leveraged diverse data tools (Excel, Salesforce, and Power BI) to uncover patterns, conduct tests, and create impactful visualizations.
  - Led the product lifecycle: gathering requirements, prioritizing, documenting, and launching successfully and executed comprehensive testing throughout the process.
  - Collaborated with stakeholders to optimize tools, promotion, and processes.
  - Championed user understanding through running demos and ensuring insights are clear and actionable.
- Business Data Analyst**  
AFD Tech - Part of Accenture  
02/2022 – 08/2022 *Rabat, Morocco*
  - Developed a Python-based system generating 5 key KPIs for the QoS team, replacing a manual Excel process and achieving a 90% reduction in processing time.
  - Built a user-friendly desktop application for easy access.
  - Led the system implementation and ensured seamless integration.
  - Bridged the gap between business and engineering by translating expert requirements into actionable concepts.

### Personal projects

#### Home Credit Default Risk (02/2021 - 04/2021)

Build prediction models based on classification : will the person struggle to pay back the loan or no

#### Masked Face Recognition (10/2021 - 01/2022)

Identify an individual while wearing a mask using deep learning by detecting the face and recognize it later

#### Fake News Detection about Covid-19 on social media (02/2021 - 06/2021)

Predict Fake news on Twitter about Covid-19 using Machine Learning and Streamlit to display the results on a simple UI

### Assets

- Adaptability
- Problem solver
- Teamwork
- Leadership
- Quality Management
- Communication

### Technical skills

#### Programming languages:

Python,R, SQL ,Java

#### Big Data Technologies:

Machine Learning,Deep Learning, Data Mining, Talend,Hadoop, Spark, Kafka, Docker, Cloudera, Looker

#### Databases/Database Server:

MySQL, Hbase, Hive, SQL Server

#### Other Tools:

Power BI, Salesforce,Jira, Confluence, Gephi, Matplotlib, Streamlit, MS- Office, Github , Git, Linux

### Certificates

#### Convolutional Neural Networks (2022)

#### Business Transformation with Google Cloud (2022)

#### Data driven Decision Making for Business (2021)

### Languages

#### Arabic

Native or Bilingual Proficiency

#### English

Native or Bilingual Proficiency

#### French

Native or Bilingual Proficiency