

IMANE HADDOUCH

🌐 Portfolio ✉ imanehaddouch06@gmail.com ☎ (+212) 707740117 in imane-haddouch-7485ba193

Summary

Analytics Engineer & BI Developer — Skilled in Power BI, SQL, Oracle & Databricks — Data Governance & Management — Driving Scalable Data Solutions.

Experience

Data Analyst & BI

ALTEN MAROC

Morocco Sep 2024 -

Present (Hybrid)

◦ BI Solutions & Dashboard Development

- Delivered tailored BI solutions and interactive dashboards using Power BI for internal stakeholders
- Designed and developed custom analytics reports to support data-driven decision-making
- Automated report refresh processes to ensure timely delivery of insights and improve reporting processes
- Implemented Row-Level Security (RLS) in Power BI to provide user-specific data access, ensuring reporting consistency across teams

◦ Data Analytics & Transformation

- Collected, cleansed, and transformed data from diverse sources (Oracle, Databricks, SharePoint, API) to ensure accuracy and reliability
- Designed and implemented data models and tabular models to structure information for analytics and reporting
- Conducted data analysis on vehicle fleet portfolios within SI-R project to optimize operational efficiency
- Maintained data integrity, data governance, and security across all workflows and databases

◦ Process Optimization & Collaboration

- Improved reporting processes by optimizing Power BI visuals, replacing a DAX measure with a SQL native query, reducing load time from 206.6 seconds to 7.6 seconds — a 96% performance improvement
- Automated manual tasks using Power Automate flows, reducing operational overhead and fulfilling ad-hoc reporting needs
- Conducted UAT (User Acceptance Testing) to ensure reporting consistency and quality
- Collaborated with cross-functional teams using Agile methods to define, track, and monitor KPIs
- Supported platform troubleshooting and enhancements to improve report reliability
- Trained teams on BI tools and documentation best practices

IT Business Analyst Intern

NGBS

Morocco Jan 2024 - Jun

2024 (On-site)

- Identified client needs and drafted detailed documentation for ERP solutions
- Designed and modeled business processes using UML diagrams
- Conducted functional tests and UAT ensuring 95% compliance with requirements
- Digitized legacy data and trained 20+ end-users on new systems
- Collaborated on digital transformation projects for 3 enterprise clients using Agile methodologies

Data Analyst Intern

MeriSKILL

Morocco Nov 2023 - Dec

2023 (Remote)

- **Sales Analytics Dashboard:** Developed Power BI dashboard prototypes to analyze portfolios, identify sales trends, top-performing products, and revenue metrics, enabling data-driven decisions
- **Diabetes Prediction System:**
 - Built predictive analytics model using Python (scikit-learn) with clinical data
 - Executed data cleansing, transformation, and EDA on 8 diagnostic features using Pandas, Matplotlib, and Seaborn
 - Engineered Django web app for real-time analytics visualization

- Improved model accuracy by 22% through feature engineering and data cleaning

Education

Master of Management Information Systems
University Abdelmalik Essadi

*Tetouan, Morocco Jun
2023 - Jul 2024*

Certifications

AI/BI for data analyst Databricks	<i>2025</i>
Google Data Analytics Professional Certificate Google Coursera	<i>2025</i>
Python for Data Science and AI IBM Coursera	<i>2025</i>
Freelance Academy ALX Venture	<i>2025</i>
ISTQB Foundation Level Udemy	<i>2025</i>
EF-SET English Certificate (C1 Advanced) EF SET	<i>2024</i>
Application Security - Complete Guide Udemy	<i>2024</i>
Tata - Data Visualisation: Empowering Business Forage	<i>2023</i>
Introduction to Data Science Cisco Networking Academy	<i>2023</i>

Skills

BI & Analytics: Power BI (Dashboard Development, Tabular Models, RLS), Tableau, SQL, Oracle, Databricks, Data Analytics, Custom Analytics, Reporting Processes
Data Management: Data Cleansing, Data Transformation, Data Modeling, Data Governance, ETL, EDA
Technical Skills: Python (Pandas, NumPy, Matplotlib, Seaborn), Power Automate, Django, Jupyter, R
Machine Learning: Scikit-learn, Predictive Analytics, Feature Engineering, Model Optimization
Methodologies: Agile Methods, UAT (User Acceptance Testing), Requirements Gathering, Documentation, Troubleshooting
Soft Skills: Excellent Communicator, Collaborator, Detail-Oriented, Deadline-Driven, Adaptable, Proactive, Analytical Mindset, Problem Solver

Languages

Arabic (Native), French (Advanced), English (Advanced - C2), Spanish (Beginner), Turkish (Beginner)