

# IMANE HADDOUCH

🌐 Portfolio 📩 imanehaddouch06@gmail.com 📞 (+212) 707740117 💬 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

ALTEL 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

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**Master of Management Information Systems**  
University Abdelmalik Essadi

Tetouan, Morocco Jun  
2023 - Jul 2024

## Certifications

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

## Skills

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**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

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Arabic (Native), French (Advanced), English (Advanced - C1), Spanish (Beginner), Turkish (Beginner)