

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

Master of Management Information Systems
University Abdelmalik Essadi

Tetouan, Morocco Jun
2023 - Jul 2024

Certifications

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

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)