

# JIMMY BACHIR

## SENIOR DATA ANALYST

### PERSONAL PROFILE

Results-driven senior data analyst with a proven track record in statistical analysis, data strategy development, and leading cross-functional teams. Adept at transforming complex datasets into actionable insights that drive business growth, optimize operational performance, and increase ROI. Skilled in Python, SQL, and Tableau, with extensive experience in developing automated workflows and advanced attribution models that have contributed to a 15% increase in campaign ROI and a 20% improvement in client spend. Eager to leverage data-driven insights to enhance decision-making processes in a fast-paced, collaborative environment.

### DEVELOPMENT & DATA TOOLS

- **Programming Languages & Libraries**
  - Python(Pandas, NumPy, Matplotlib, Scikit-Learn)
  - Advanced SQL
  - HTML, CSS
- **Databases**
  - MySQL
  - PostgreSQL
  - MS SQL Server
  - AWS
- **Data Visualization & Analysis Tools**
  - Tableau, Looker, PowerBI, IBM Cognos, QuickSight
  - Advanced Excel/Sheets (VBA,Pivots)
- **Development Environments**
  - Visual Studio Code
  - PyCharm
  - Jupyter Notebook
- **Big Data Tools**
  - Google Big Query
  - Hadoop
- **Version Control**
  - Git
- **Master Data Management**
  - Informatica MDM
  - SAP Master Data Governance
  - Oracle MDM

### WORK EXPERIENCE

#### SENIOR DATA ANALYST, KIOSK CREATIVE

Full Service Marketing Agency | 1/2022 - 9/2024

- Led data strategy initiatives, improving campaign conversion rates by 15% and reducing cost per conversion by 10% through refined data processes.
- Delivered data-driven presentations to high-profile clients, resulting in a 15% increase in client decision-making efficiency.
- Trained and mentored 5 team members, resulting in a 25% improvement in overall team data analysis accuracy and productivity.
- Maintained and optimized SQL scripts managing key metrics from custom API connectors, ensuring 100% data accuracy for client campaigns.
- Developed advanced reports and attribution models for high-profile clients, boosting campaign ROAS by 15% through targeted data insights providing actionable insights and supporting data-driven marketing strategy adjustments.
- Automated data workflows, reducing manual tasks by 30% and increasing the team's focus on strategic analysis and campaign optimizations.

#### SENIOR IT SPECIALIST/ANALYST, MICROBIOLOGY INTERNATIONAL

Medical Equipment Solutions | 11/2018 - 1/2022

- Led R&D project coordination, leveraging Python to analyze datasets, resulting in a 15% improvement in product development timelines.
- Compiled and analyzed customer data, providing strategic recommendations that contributed to a 10% increase in market share over 2 years.
- Created and optimized Excel templates for daily sales operations, streamlining reporting processes and reducing manual work by 25%.
- Developed Python3 scripts to automate data processing and visualized customer data, increasing product feedback integration efficiency by 30%.
- Partnered with sales and service engineers to draft problem statements and technical specifications, accelerating product release cycles by 20%.

### EDUCATION HISTORY

#### Herzing University Online, 2013

Bachelor of Science in IT with a Concentration in Analytics

#### CompTIA A+ Certification, 2019

FCC Online

#### IBM Data Science Professional Certificate 2021

IBM Through Coursera.org

#### IBM Data Analyst Professional Certificate 2021

IBM Through Coursera.org

#### Tableau Advanced Professional Certificate, 2024

Salesforce via Trailhead Academy

### TECHNIQUES

- Analytical Thinking
- Exploratory Data Analysis (EDA)
- Data Visualization
- Predictive & Statistical Modeling
- Data Cleaning & Preprocessing
- Dashboard Development

### OTHER SKILLS

- Meticulous ability to analyze complex technical information
- Technical Writing Skills
- Can analyze, design and implement database structures
- Excellent problem solver
- Self driven & motivated
- Will step up when needed
- Continuous self betterment

### LANGUAGES

- English (Native)
- Arabic (Spoken)

### GET IN CONTACT

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