

Skills

- SQL (SQL Server, MySQL, PostgreSQL)
- Python (Pandas, NumPy, Scikit-learn, Matplotlib...)
- Tableau , JasperSoft, Microsoft Power BI
- ETL (Data Warehouse and datamining)
- Web Scraping & Automation (BeautifulSoup, Scrapy, Selenium)

Projects

DATA ANALYST | UNIKI CLOTHING SALES DASHBOARD – Personal Project – April 2025

- Developed an interactive **sales performance dashboard** for **Uniki Clothing**, analyzing key metrics such as revenue, customer trends, and product performance.
- Utilized **Excel** to visualize data, improving decision-making for marketing and inventory management.
- Identified sales trends and provided actionable insights.
- Automated data collection and reporting.

SENTIMENT ANALYSIS ON TWEETS – Personal Project – December 2024

- Developed a **machine learning model** using **TensorFlow (Python)** to classify sentiment across **500k tweets**.
- Performed data cleaning and text analysis to successfully identified the major complaints for each airline
- Applied regression and machine learning to produce a final model with an accuracy of 88% and lift of 34%

PERSONALIZED MOVIE RECOMMENDATION SYSTEM– Personal Project – November 2024

- Built a collaborative filtering and content-based recommendation engine using **Python (Scikit-learn, TensorFlow/Keras)** to suggest films based on user preferences.
- Processed and analyzed movie metadata (genres, ratings, descriptions) from [MovieLens 25M Dataset] to generate similarity matrices.

Work Experience

MAROCCAN ROYAL NAVY – Casablanca August 2020 - February 2023

- Gained expertise in installing, maintaining, and troubleshooting electrical systems on warships, ensuring operational safety and efficiency.
- Developed strong problem-solving skills and the ability to work under high-pressure conditions.
- Acquired experience with marine electrical standards and advanced power distribution systems.

Education

- Elementary Certificate in Warship Electrical Systems from the maroccan Royal Navy. June 2022
- University Diploma of Technology in Business Intelligence from EST Fez. June 2020
- High School Ibnou Rochd, Fez, Baccalaureate in Life and Earth Sciences. June 2018

Languages

ENGLISH :B1 (INTERMEDIATE)
FRENCH : A2 (PRE-INTERMEDIATE)