

Soufiane Lamchoudi

[Portfolio \(mexudi.github.io\)](https://mexudi.github.io)

<https://github.com/mexudi>

[Soufiane Lamchoudi - | HackerRank](#)

Email: soufianmexudi20@gmail.com

Experience

Data Scientist at Bell Canada / Cnexia

Rabat, Morocco

Digital Performance & Advanced Analytics Team

June 2023 – Present

- Led a team of 4 people for the A/B tests project to optimize digital channel strategies and user experience by 200%
- Conducted deep-dive analysis of customer behavior and satisfaction to increase overall sales by 30% and shared recommendations / findings in the VP level
- Built a ML model that suggests different experiences to customers based on their online browsing patterns.
- Implemented an automated feedback labeling tool leveraging advanced Large Language Models (LLMs) to enhance efficiency and accuracy in data processing
- Collaborated with the Fraud Detection & Prevention team to develop a customer segmentation model that reduced the customer fraud rate by 5%
- Developed a Generative AI tool for automated code generation, boosting team productivity by 40%
- Designed a recommendation system for the company's website (virginplus), reducing user drop-off by 45%
- Built ETL pipelines for data-driven insights and reporting

Researcher and Instructor at AUI

Ifrane, Morocco

Sept 2023 – May 2024

- Developed pothole detection model for domain specific.
- Fine-tuned YOLOv5, YOLOv7, YOLOv8, YOLOv9 for tasks specific to and not limited to garbage and animals detection
- Deployed a mobile app for real time object detection using TenswerFlow lite
- Created new method for domain-adaptation for object detection models including and not limited to YOLO and R-CNN

Algorithm Engineer at Allyte.io

USA (Remote)

Feb 2023 – May 2023

- Led the design and implementation of recommendation algorithms to improve match accuracy.
- Conducted extensive user research to understand the preferences and behavioral patterns of online dating users, applying the findings to algorithm development.
- Collaborated closely with the product and engineering teams to integrate recommendation models into the app.
- Built a scalable machine learning pipeline to update the algorithm with the new features.

Skills

Python, Numpy, Pandas, Matplotlib, Scikit-learn, Tensorflow, PyTorch, SQL, PowerBI, Adobe Analytics, Machine Learning, Deep Learning, Large Language Models, GCP, BigQuery, Airflow, Computer Vision, LangChain, PandasAI.

Education

Al Akhawayn University, School of Science and Engineering

Ifrane, Morocco

Master of Science in Big Data Analytics

June 2023

- Teaching Assistant: preparing the slides for the professors regarding NLP, Deep Learning, and ML classes
- Research Assistant: focusing on building Computer Vision model for low resources domains.