





# Rabii BOUHESTINE

## Data Analyst - Business Intelligence

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## SKILLS

**Analytics** Data Cleaning, Data Visualisation, Hypothesis Testing, Exploratory Data Analysis, A/B Testing  
**Software** SQL, Python, R, SAS, R Shiny, Tableau, Power BI, Excel, Git, MySQL, Oracle, Google Cloud  
**Languages** Native Arabic, Full Professional English, Full Professional French, Elementary German

## EXPERIENCE

Present  
July 2018

### Data Analyst - Business Intelligence, D-AIM, Tunis


- > Designed, developed and deployed a Business Intelligence platform having over 120 reporting dashboards, allowing a client in the telecommunications industry to precisely measure their performance.
- > Analysed customers behaviour to improve targeted marketing campaigns, increasing revenue by 7%.
- > Communicated and presented insights to clients and cross functional teams of the organisation.
- > Automated all Data Quality Excel reports by using an R program, saving over 12 man-hours weekly.
- > Trained 3 coworkers to use the R package 'R Shiny' as an Excel alternative for reporting purposes.

June 2018  
January 2018

### Data Analyst, QUANTYLIX, Tunis










- > Scraped the betting odds, offered by Pinnacle's API, of over 3000 Football games into MySQL database.
- > Transformed the collected data into a record per game dataset having 150 engineered features.
- > Implemented a Machine Learning model, by combining the Logistic Regression and Random Forest algorithms, that was able to forecast betting odds of Pinnacle's Football games with 82% accuracy.

August 2017  
June 2017

### Data Visualisation Intern, INSIGHT PLUS, Tunis

- > Revamped the data visualisation process in a web page, which reduced the loading time by 50%.
- > Developed 2 CRM reporting dashboards as Odoo modules using Python, XML and Javascript.

## PROJECTS

### CORONAVIRUS DISEASE (COVID-19) DASHBOARD

Visualised the worldwide situation of Covid-19 using Tableau and aggregated data provided by Johns Hopkins University.

### WORLD HAPPINESS REPORT (2020) DASHBOARD

Analysed the data provided by the World Happiness Report using Tableau to see the impact of 6 factors on the happiness score.

### TWITTER ANALYSIS (NLP WEB APPLICATION)

Developed an R Shiny application that allows users to generate 2 NLP reports describing a Twitter account or a hashtag.

## EDUCATION

- 2018 **National Engineering Diploma in Statistics and Data Analysis (Master's Degree Equivalent)**  
Higher School of Statistics and Data Analysis of Tunis, Major : Data Science
- 2014 **National Engineering Schools Contest Admission (Bachelor's Degree Equivalent)**  
Preparatory Institute for Engineering Studies of Tunis, Major : Mathematics and Physics