Rodolphe KASSALOUWA

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Portfolio: [Portfolio (rodolphekass.github.io)](rodolphekass.github.io)

TECHNICAL SKILLS

- **Python programing language** (pandas, numpy, matplotlib, PyTorch)
- **Excel** (V-Lookup, H-Lookup, Pivot Tables, Formulas, statistical modeling)
- **Power BI** (power query, DAX, M language)
- **SQL** (advanced queries)
- **Machine Learning** (NLP, Scikit-Learn, Algorithm, Modeling)
- **Azure Cloud** (Azure Machine Learning, azure Storages)

EXPERIENCES

CHANNELS PERFORMANCE DATA ANALYST INTERN   11/2022 - 11/2023
Philip Morris International S.A

- Analyzed and visualized market data accurately, identifying strategy issues with 99% accuracy.
- Utilized SQL Database, Python, Excel, and Power BI for efficient data processing and analysis
- Produced detailed Power BI reports, boosting business forecasting accuracy by 25%.
- Processed data with Python for enhancing accuracy in business performance.
- Utilized Salesforce CRM for targeted marketing and improved customer engagement.
- Collaborated across teams, on-site and remotely, for collective success.
- Developed a robust data infrastructure for real-time insights generation.

DATA ANALYST INTERN   04/2021 – 08/2021
KEC International Ltd

- Assisted marketing team with analysis that increased sales performance by 20%.
- Generated advanced Power BI **report and dashboards** and improve customer units KPI by 21%.
- Utilized advanced scraping techniques for data extraction, which increased data availability.

CERTIFICATIONS

- Microsoft Certified: Power BI Data Analyst Associate,
- Google Business Intelligence Professional Certificate,
- Google Data Analytics Professional Certificate,
- Excel Skills for Business Forecasting.

EDUCATION

Kalinga Institute of Industrial Technology University   INDIA
Masters of Technology in Data Analytics   2021-2023

SHIMLA University   INDIA
Bachelor of Computer Science and Engineering   Graduated August 2021