

# Rodolphe KASSALOUWA

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*Portfolio link:* [Portfolio \(rodolphekass.github.io\)](https://rodolphekass.github.io).

I am passionate about Statistics, data forecasting, Machine Learning, Visualization and Business Intelligence.

## TECHNICAL SKILLS

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- **Forecasting** ( Statistical Models, Machine Learning Models)
- **Python programming language** (pandas, numpy, matplotlib, PyTorch)
- **Excel** ( Lookups, Pivot Tables, Formulas, Forecasting)
- **Power BI** (power query, DAX, M language)
- **SQL** (advanced queries)
- **Machine Learning** (Scikit-Learn, Algorithms, Modeling)
- **Azure Cloud** (Azure Machine Learning, azure Storages)
- **NLP** (LLMs, Classification, Personal assistance)

## EXPERIENCE

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Brand Retail Perf. Data Analyst Intern ----- 11/2022 - 11/2023  
Philip Morris International S.A

- Analyzed and visualized market strategies data, identifying strategy issues with 99% accuracy.
- KPI development to track sales accurately
- Cleaned and Analyzed datasets with **millions of rows**
- SQL Database, Python, Excel, for efficient data processing and analysis
- Produced detailed Power BI reports, boosting business forecasting accuracy by 25%.
- Ad-hoc analysis for business needs.
- Data processing with Python increasing data quality check.
- Salesforce CRM for targeted marketing and improved customer engagement.
- 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%.
- Power BI **report and dashboards** with improved customer units KPIs.
- Scraping techniques for **data extraction**, which increased data availability.
- Assisted the team with Ad-Hoc Analysis.

## CERTIFICATIONS

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

## **EDUCATION**

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Kalinga Institute of Industrial Technology University  
*Masters of Technology in Data Analytics*

INDIA  
2021-2023

SHIMLA University  
*Bachelor of Computer Science and Engineering*

INDIA  
2017 - 2021

## **HOBBIES**

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- Technology / Innovation
- Team Work
- Photography
- Singing