

# Rodolphe KASSALOUWA

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

## TECHNICAL SKILLS

- **Python programming 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** (Scikit-Learn, 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**  
*Masters of Technology in Data Analytics*

**INDIA**  
**2021-2023**

**SHIMLA University**  
*Bachelor of Computer Science and Engineering*

**INDIA**  
**Graduated August 2021**