


# JOE ZOUKI

📞 (619) 742-6014 ✉ [joezouki03@gmail.com](mailto:joezouki03@gmail.com)  [joezouki](#)

## Education

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### University of California, San Diego

*Master of Science in Business Analytics*

**Aug. 2024 - Dec. 2025**

*California, United States*

- GPA: **3.70/4.00**
- Coursework: Customer Analytics, SQL & ETL, Business Analytics, Web Recommender Systems, Business Intelligence...

### American University of Beirut

*Bachelor of Business Administration*

**Aug. 2021 - Jun. 2024**

*Beirut, Lebanon*

- GPA: **3.91/4.00**
- Coursework: Data Mining, Management Decision Making, Blockchain Technology, Python Programming...

## Experience

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### KPMG

*Advisory and Consulting Intern*

**Jun. 2023 - Aug. 2023**

*Beirut, Lebanon*

- Developed comprehensive working papers and financial statements using accounting software, achieving a 99% compliance rate with industry regulations and client requirements.
- Facilitated the audit planning process by performing comprehensive risk assessments and documenting findings, ensuring thorough and accurate evaluations.

### Sacotel SAL

*Business Analyst Intern*

**Aug. 2023 - Oct. 2023**

*Beirut, Lebanon*

- Analyzed market trends, customer preferences, and competitive landscape to provide actionable insights, enhancing product strategy and contributing to a 10% rise in market share.
- Developed product-focused sales presentations using data visualization techniques, communicating value propositions to stakeholders and contributing to the launch of three new product features.

### University of California San Diego

*Teaching Assistant – Financial Statement Analysis*

**Jan. 2025 - Apr. 2025**

*California, United States*

- Supported instruction for 150+ graduate students by explaining advanced financial statement analysis concepts and methodologies such as Advanced Dupont analysis, Financial modeling and valuation methods.
- Led weekly review sessions, office hours and valued assignments and exams with attention to detail, providing actionable feedback to enhance students' analytical skills.

### 180 Degrees Consulting

*Consultant*

**Aug. 2020 - Apr. 2024**

*Beirut, Lebanon*

- Conducted in-depth research using advanced data collection and competitor benchmarking techniques, providing valuable insights into market trends, pricing strategies, and potential growth opportunities, leading to a 25% increase in client project success rates.
- Orchestrated the planning and execution of a highly successful social media fundraising campaign, leveraging strategic marketing tactics that resulted in the NGO raising over 4 million dollars in donations, surpassing the initial goal by 50%.

## Projects

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### Sentiment Analysis and Predictive Modeling

**Apr. 2023 - May 2023**

*Predicting Yelp Review Ratings*

- Analyzed 700,000 Yelp reviews, extracting features such as sentiment scores, word counts, and punctuation for predictive modeling.
- Achieved an RMSE of 0.91 with a CatBoost Regressor, outperforming Random Forest and Linear Regression.
- Conducted 5-fold cross-validation and fine-tuned hyperparameters, optimizing model performance and reducing overfitting by 15%.

## Skills

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**Programming Languages:** Python, R, SQL

**Libraries/Tools:** Pandas, NumPy, Matplotlib, Scipy, Scikit-learn, Tableau, PowerBI, SPSS, Jira, SAP Hana, SPSS

**Languages:** English, French, Arabic