

Yassir Ghlalou

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SUMMARY

Results-driven Data Analyst with expertise in Power BI, Python, and statistical data analysis. Skilled in creating dashboards, automating workflows, and performing geospatial analysis. Proven record of delivering actionable insights, improving data accuracy, and optimizing performance for telecom, engineering, and technology sectors.

EXPERIENCE

Power BI Data Analyst

Oct 2024 – Present

AFD Technologies

Rabat, Morocco

- Designed and deployed interactive Power BI dashboards for network operations, reducing reporting time by 30%.
- Automated KPI tracking processes, increasing reporting efficiency by 25%.
- Integrated SAP data sources into BI reports, enhancing operational visibility.
- Collaborated with engineering teams to refine performance metrics.
- Provided training and documentation to business users, improving self-service analytics adoption.

Data Analyst

Aug 2023 – Jun 2024

Bell

Salé, Morocco

- Validated and corrected business addresses using Google Maps API, improving data accuracy by 22%.
- Built geospatial analysis workflows to detect and resolve location data discrepancies.
- Developed SAS-based automation reducing manual data validation effort by 40%.
- Documented processes and created QA standards to ensure long-term data integrity.
- Collaborated with cross-functional teams to resolve data-related issues within 24 hours.

Power BI Data Analyst

Jun 2021 – Aug 2023

Capgemini Engineering

Casablanca, Morocco

- Migrated Excel-based reporting systems to Power BI, enabling real-time analytics and reducing preparation time by 50%.
- Developed advanced DAX measures to support complex KPI calculations.
- Implemented role-based security, protecting sensitive business information.
- Engaged with stakeholders to define dashboard requirements and ensure actionable insights.

PROJECTS

Sales Performance Dashboard | *Power BI, SQL, DAX*

- Built an interactive dashboard to track sales KPIs across multiple regions, enabling real-time strategic decisions.

Geospatial Data Validation | *Python, Google Maps API*

- Automated address verification workflows, improving geospatial accuracy by 25%.

TECHNICAL SKILLS

Tools & Technologies: Power BI, DAX, SQL, Python, SAS EG, SAS DIS, SAP, Google Maps API

Data Analysis: EDA, Geospatial Analysis, Data Modeling, KPI Tracking

Certifications: Learn Python Basics for Data Analysis, ISO 27001 Cybersecurity Manager Guidelines, Data Science Career Paths

Languages: English (Full Professional), French (Full Professional)

EDUCATION

University Ibn Tofail

PhD in Automotive Cybersecurity

Kenitra, Morocco

Sep 2021 – Present

University Ibn Tofail

Master's in Electrical, Electronics & Communications Engineering

Kenitra, Morocco

2018 – 2020