KAIS GARCI
Data Analyst

My Contact

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Hard Skills

- Data Mining
- Marketing Mix Modeling
- Business Analysis
- PowerBI
- Python
- SPSS
- STATA
- Excel
- Data Visualization
- Machine Learning
- Predictive Modeling
- Microsoft office

Soft Skills

- Project Management
- Problem Solving
- Teamwork
- Data Storytelling

Education Background

2019-2021: Mediterranean School of Business (MSB) (AMBA Accredited)
*Master in Business Management
Major: Business Analytics
CGPA: 3.34/4 - Top 3 in class*

2016-2019: Mediterranean School of Business (MSB) (AMBA Accredited)
*Licence in Business Management
Major: Finance
CGPA: 3.08/4*

About Me

Kais Garci 27 years passionate about finance, Data Analytics, Business Analytics ,and Sports. I'm always looking for new experiences to develop my skills and my network.

Professional Experience

Mass Analytics: Data Analyst   **Tunis , Tunisia**
July 2021 – Present

Key responsibilities:
- Working on all Marketing Mix Modeling phases, such as Data Preparation, Processing, Modeling (Regressions Models).
- Measuring Sales Drivers and MROI.
- Forecasting Sales
- Performing Budget Optimization to maximize clients MROI.

Mass Analytics: Data Analyst Intern   **Tunis , Tunisia**
Feb 2021- July 2021

Key responsibilities:
- Performing Marketing Mix Modeling (MMM) on the biggest retailer in Tunisia on several Customer Segment.
- Clustering Analysis.

BIAT Bank: Data Analyst Intern   **Tunis , Tunisia**
July 2020- September 2020

Key responsibilities:
- Data Gathering and Processing.
- Creating Dashboards

STIC: Inventory Planner (Part-Time Job)   **Tunis , Tunisia**
Jan 2019- June 2019

Key responsibilities:
- Monitor current inventory and review stock levels
- Develop a Manufacturing Schedule

Al Baraka Bank: Finance Intern   **Tunis, Tunisia**
July 2018- September 2018

Sinalco International Brands GmbH & Co. KG: **Duisburg, Germany**
Marketing Intern
July 2017- September 2017

Certifications

- Google Analytics for Beginners
- SQL for Data Analytics
- ISO 27001