

MAHDI ABDELHEDI

BUSINESS, DATA & RPA CONSULTANT



Tunis, Aouina

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1 Year CIVP

PROFILE

Hardworking, motivated, and a fast learner, I have built strong technical and business skills through hands-on experience and continuous learning. Currently pursuing a degree in computer science, I am well-equipped to help organizations streamline operations and drive digital transformation. Constantly seeking new challenges, I am committed to enhancing my skills and bridging the gap between business and technology

EXPERIENCES

Data Analyst

July 2024 - Present

Parenin (Caterpillar , Atlas Copco , John Deere , Good Year , Grove)

- Conduct advanced analytics for Marketing, including customer segmentation and sales forecasting, to identify growth opportunities and tailor strategies.
- Perform Financial Analysis, focusing on liquidity and solvency assessments to inform fiscal planning and risk management.
- Optimize operational efficiency through Inventory Management and other process improvement initiatives.
- Collaborate with Digital Marketing teams to design and monitor e-commerce platforms, websites, and social media analytics, ensuring effective performance tracking and insights generation.
- Work closely with Sales Teams to analyze commercial performance, including market and aftermarket activities, to enhance revenue streams.
- Process and analyze market data from diverse sources to uncover trends and inform strategic decisions.
- Develop and deliver impactful deliverables such as dashboards, study reports, and other analytical outputs.
- Create and implement automation workflows to ensure data quality, accuracy, and reliability.
- Participate in crafting comprehensive marketing plans by integrating cross-departmental insights.

Skills: Python, Statistics , Machine learning, Power BI, ERP, CRM , Excel, Management, and business strategy

Quant analyst | ALM-Treasury Analyst UBCI

January 2024 - May 2024

- Conducted studies and data science projects focusing on liquidity risk (DAV, DAT), money market risk (TND to EURO/USD), and customer segmentation to support strategic decision-making.
- Contributed to the establishment, evolution, configuration, and maintenance of financial databases for the Finance department, ensuring data reliability and accessibility.
- Calculated and monitored results of Asset and Liability Management (ALM) - Treasury, optimizing risk and return.
- Tracked benchmark market indices and macro/microeconomic data to identify trends, anticipate market developments, and inform financial strategies.

Skills: Python, Statistics (Stochastique calculus, Stress testing ...) ,Machine learning, Excel (VBA) ,SAP , Finance , Risk Management and business strategy

Consultant Technico-Fonctionnel |BI Consultant UniQ Soft Technology

Jully 2023 - November 2023

- Customized and developed financial reports tailored to client needs.
- Collaborated with a team to design and implement an accounting data analytics application, enhancing data-driven decision-making.
- Developed an ETL automation process to streamline data integration and transformation.
- Delivered presentations and demonstrations of the application to the client, ensuring successful adoption.
- Authored comprehensive technical and functional documentation (FSD, STD) and provided both internal and external training sessions.
- Designed and executed functional, technical, and performance tests to ensure application reliability and efficiency.

Client: Arab Tunisian Bank (ATB)

Skills: SSIS, Microsoft Power BI, SQL, Python, Django ,ERP, Excel, Consolidation, Financial Accounting, and Regulatory Reporting

RPA Consultant Yperflow

September 2022 - February 2023

- Helped organizations to design, develop, test, and implement process automation using RPA software
 - Improvement and modeling of business processes. Technical design and documentation.
- industries : accounting , Finance and energy

Skills: Process Automation, Python,REST API , HTTP, HTML, CSS, Excel, VBA, NLTK, XML, JSON, Captos, UiPath

Data Analyst (Intern) | BIAT

February 2022 - June 2022

- Develop an algorithm for predicting customers based on their behaviors and characteristics
- Analysis and use of data from former bank customers to identify a correlation between their behavior and their decision to leave/change bank (churn)
- Develop a marketing strategy based on the obtained insights.

Skills: Python, Machine learning , marketing , business strategy and Power BI

EDUCATION

• 2024 - Present | Bachelor in Computer Science Engineering

ESPRIT | école sup privée d'ingénierie et de technologies

• 2020- 2022 | Master in Business Analytics and Big data (AMBA Accreditation . London UK)

Mediterranean School of Business (MSB) | South Mediterranean University (SMU)

• 2017-2020 | License in Business Administration

International School of Business

SKILLS

- Communication and leadership Skills
- Analytical and conceptual skills
- Project & Operation Management
- Data, Statistical, Business and Financial Analysis
- Predictive and Descriptive modeling
- Python, .NET, C
- SGBD (SQL , PL / SQL)
- Excel (Advanced), Microsoft PowerBI, Tableau
- ETL: SSIS, SSAS
- RPA: UiPath, Power Automate, Captos
- ERP: SAP (BO) , Sage X3 , Financial ERP
- Business Process Modelling (Bizagi)
- Project management tolls : Jira , Trello

CERTIFICATES

- Google Project Management: Professional Certificate
- Robotic Process Automation (RPA) Specialization | UiPath
- SQL for Data Science | University of California, Davis
- Machine Learning with Python | IBM
- Excel skills for business | Macquarie University

LANGUAGES

English : Fluent

French: Advanced

Arabic ; Native