



## MSc AI & Business Analytics | Master in Management

Actively seeking a full-time opportunity

### PROFESSIONAL EXPERIENCE

#### Data Analyst

Deepki, Paris, France

- Analyzed commercial performance to distinguish trends in won vs. lost opportunities.
- Identified failure causes and proposed optimizations to improve the sales pipeline.
- Built interactive dashboards in Salesforce and designed visualizations using Tableau Prep and Tableau Desktop.
- Applied K-means algorithm to segment sales performance and uncover hidden patterns.
- Collaborated with cross-functional teams to deliver actionable insights to decision-makers.

09/2023 - 02/2024

#### Marketing Data Analyst

RONG MAO HANG (Intercity Freight Transport), France

- Automated customer feedback analysis across multiple platforms using NLP, text mining, and sentiment analysis, reducing manual processing time from 3 hours to 1 hour (~67% efficiency gain).
- Identified customer perceptions, needs, and pain points to drive targeted service and communication improvements.
- Conducted a detailed SWOT analysis and proposed strategic recommendations to strengthen market positioning.
- Delivered structured reports to management, facilitating data-driven decision-making.

03/2021 - 05/2021

#### Financial Data Analyst

Shanghai Disneyland, China

- Processed and verified invoices using Excel (VLOOKUP, INDEX-MATCH), reducing validation time from 5 to 2 minutes per invoice (~60% productivity gain).
- Analyzed voucher usage data to identify trends, consumption patterns, and cost-saving opportunities, achieving an estimated 40% cost reduction.
- Designed intuitive visualizations to support quick stakeholder decision-making.

01/2018 - 06/2018

### PROJECTS

#### Financial Report Extraction Model (with APEM)

- Developed an NLP-based extraction tool using Python (Streamlit), topic modeling, and sentiment analysis to simplify financial report analysis.
- Collaborated with APEM to automate report processing, reducing analysis time by 40–50%.
- Improved accuracy and accessibility of financial insights to support faster, informed decisions.

09/2022 - 04/2023

#### Chatbot Development

- Built a chatbot using Python (Streamlit), NLP techniques, and a neural network model.
- Designed an interface capable of answering frequent user queries automatically.

03/2023

#### Insurance Fraud Detection – A.I. Master Challenge (48h Datathon)

- Worked with 5 teammates to design an innovative insurance fraud detection system within 48 hours.
- Built and evaluated a model in Dataiku using performance metrics, improving model accuracy by ~40%.
- Final presentation won the "A.I. Master Challenge" prize for quality, relevance, and team agility.

03/2023

#### Air France Strategic Analysis

- Collected and analyzed data from industry reports, market studies, and financial sources to assess aviation trends.
- Delivered strategic recommendations to Air France as part of a consulting exercise.

02/2023

### EDUCATION

#### Toulouse Business School, France

Double Degree: MSc in Artificial Intelligence & Data Analytics | Master in Management (Grande École)

- M1: Finance & Big Data (Barcelona campus)
- M2: AI, Machine Learning, NLP, Deep Learning, Data Visualization
- GPA: 15.95/20

2021 – 2024

#### Lumière Lyon 2 University, France

BA in Applied Foreign Languages (English and Chinese)

2019 – 2021

#### Shanghai Maritime University, China

Bachelor's Degree in Finance - GPA: 3.0/4

2014 – 2018

### TECHNICAL SKILLS

- Programming: Python, R, PySpark
- Databases: MySQL, MongoDB, Neo4j
- Data Visualization: Tableau, Power BI
- Cloud & SaaS: Microsoft Azure, Salesforce
- AI & NLP Tools: Dataiku, text & sentiment analysis
- Productivity Tools: Microsoft Office (Excel, Word, PowerPoint)

### CERTIFICATIONS

- Microsoft Azure Data Scientist Associate(2023)
- Dell Technologies Data Science v2.0 (2023)

### LANGUAGES

- English: Fluent (TOEIC 895)
- French: Fluent
- Chinese: Native