



# Anas Chouikhi

Math lover and machine learning enthusiast

## PROFILE

Data Scientist with 5+ years of experience.

Seeking to turn data into actionable intelligence.

## CONTACT

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Quartier des Hôpitaux,  
Casablanca

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## SKILLS

Machine Learning



Analytics and Forecasting.



Python, SQL & SPSS



## WORK EXPERIENCE

### Senior Data Analyst @ Digital Virgo

Since Jan 2020

Use machine learning and data science to help product development and marketing teams build custom made billing strategies and marketing offers.

### Data Analytics and Program Development Lead @ Syngenta

June 2019 – December 2019

in charge of data analytic activities in Africa Middle East region. My responsibilities included:

- Create, improve, and automate data insight generation.
- develop machine learning and forecasting models to provides insights from R&D data to Leadership, marketing, and portfolio management teams.

### Data Scientist @ Dun & Bradstreet Credit Bureau Maroc

November 2017 – June 2019

I helped the engineering team to build machine learning based tools to ensure data quality and help creating new value-added services and products:

- **Data matching tool:** Fuzzy Matching based tool to help identifying duplicate records.
- **Quantik Credit Score:** Predictive credit scoring model to represent the creditworthiness of subject (consumer or commercial).

### Marketing Data Analyst @ Wafasalaf

December 2016 – November 2017

I helped achieving a double-digit growth in marketing campaigns turnover after a huge dip in 2016. my role included:

- Analyzing, visualizing and reporting core metrics related to marketing campaigns turnover.
- Creating classification models to predict and understand customer behavior. This includes engagement score, churn probability modeling, customer lifetime value....

### Research & Market Intelligence Analyst @ IDC

July 2015 – December 2016

Lead data analytics, predictive modeling and data-insight generation activities for mobile handsets and tablets covering North African countries and engaged in CxO level business consulting for leading technology vendors and telecom operators in the region.

## EDUCATION

### Engineering Degree – INSEA–

2011 - 2014

Engineering Degree specialization operations research from the National Institute of Statistic and Applied Economy, Rabat

### Preparatory classes for engineering schools

2009 - 2011

Preparatory classes for engineering schools at Omar Ibn Abelaziz preparatory center, Oujda.