

# OUMAIMA ABJAOU

*Business Intelligence & Analytics Student*

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## EDUCATION

**2022 - present** Business Intelligence & Analytics (BI&A) at **ENSIAS**, Rabat, Morocco  
**2020 - 2022** Preparatory Classes (Physics, Engineering Sciences) at **CPGE Med Reda Slaoui**, Agadir, Morocco

## EXPERIENCE

### BI & Data Analyst Intern

*Feb 2025 - Present*  
*Les Domaines Agricoles, Casablanca*

Design and deployment of a BI solution to automate KPI's collection, analysis and reporting for the Strategic Management of agricultural Business Units, aiming to improve performance tracking and decision-making across technical, financial, environmental and human dimensions.  
**Skills:** SQL Server · Data Modeling · ETL (Stored Procedures & SSIS) · IBM Cognos Analytics · Fact & Dimension Tables · KPI Analysis · Report Automation · Problem Solving

### Data Science Intern

*Jul 2024 - Sep 2024*  
*Sofrecom Morocco, Sala Aljadida*

Helping the IT team to efficiently solve problems by using an ML solution to automate incident identification and root cause analysis.

**Skills:** Client Interaction · Machine Learning · NLP · FastAPI · Docker

### Business Intelligence Intern

*Jun 2023 - Aug 2023*  
*D&A Technologies, Casablanca*

Implementing and optimizing a Business Intelligence solution tailored for the retail sector to enhance informed and strategic decision-making.

**Skills:** Data Warehousing · PostgreSQL · Talend · Tableau

## PROJECTS

### Real time stock market prediction using sentiment analysis on social network

Designing a big data application to process and analyze massive real-time datasets from social networks (Reddit) and financial sources (Yahoo Finance). Implementing predictive models (LSTM, ARIMA) and a dashboard for visualization.

**Skills:** Big Data, Sentiment Analysis, Machine Learning, Kafka, Spark Streaming, MLflow, Elasticsearch, Kibana

### Business Intelligence System for Educational Access Analysis

Designed and implemented a BI solution for analyzing and visualizing key indicators related to educational access, disparities, and inclusivity. Tasks included defining functional requirements, building a multidimensional data model, and creating interactive dashboards for decision-making support.

**Skills:** SQL Server, SSIS, SSAS, Power BI

### Data Pipeline Implementation for Sentiment Analysis Using YouTube Data API

Designed and implemented data pipeline, transformation, containerization, ingestion, and aggregation of data using YouTube Data API for sentiment analysis of comments.

**Skills:** Airflow, Docker, Apache NiFi, Kafka, Tableau

### Data Warehousing Project for ForestAI

Designed and implemented a comprehensive data warehousing solution, including data loading with SSIS, relational database creation, and dynamic data visualization using SSAS cubes, along with reporting dashboards created in SSRS and Power BI.

**Skills:** SQL Server, SSIS, SSAS, Reporting (SSRS, Power BI)

## TECHNOLOGIES

**Languages:** Python, SQL, C, R, JAVA

**Database Administration:** SQL Server, PostgreSQL, MYSQL, Oracle Database

**Data Integration/Reporting:** Talend, SSIS, SSAS, SSRS, Tableau, PowerBI

**Data Engineering & Big Data:** Hadoop, Spark, Kafka, Hive, NiFi, Airflow, ELK Stack **Tools & Platforms:** Git, GitHub, Docker, Linux, JIRA

## LANGUAGES

**English:** Professional working proficiency

**French:** Bilingual proficiency

**Arabic:** Native language