

RAYEN FARES

Junior Business Analyst

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EDUCATION

TUNIS BUSINESS SCHOOL

Mourouj, Tunisia

Bachelor of Science in Business Administration

Sep 2020 - Jun 2024

Major in Business Analytics, Minor in Information Technology

- Relevant Coursework: Data Analysis, Data Mining, Database Management Systems, BI, Web Services, Web Development, Operations Management, Project Management, Forecasting, Decision Support Systems.

PROFESSIONAL EXPERIENCE

CEO RIGHT HAND

Paris, France

PlayMakers - Gaming Industry -

Feb 2024 - Jul 2024

- Developed a fully automated lead generation and data enrichment pipeline, increasing the accuracy of the data and volume of leads by up to **120%**, using web scrapping technologies and external API management.
 - Created a Chrome extension for profile scrapping and prospecting reducing manual prospecting time, optimizing the sales workflow, and streamlining business operations.
 - Used data analytics to develop a scoring system model to categorize potential clients, driving targeted outreach and improving conversion rates by **30%**.
 - Managed client relationships, presented PlayMakers at industry events, and fostered partnerships to drive sales and expand market presence.
 - Participated in the hiring & selection process and conducted interviews for various Candidates and positions.
- Skills: Automation and Scripting · Web Scrapping · Process Optimization · B2B Sales · Business Development · Growth

BUSINESS INTELLIGENCE INTERN

Tunis, Tunisia

AMA Group - Construction Industry -

Jul 2023 - Aug 2023

- Transformed the manual data collection process into a centralized and digitized solution.
 - Implemented **Power Automate** for automated notifications, ensuring real-time communication and reducing up to **30 %** administrative workload.
 - Built **Power BI** dashboard to visualize core business KPIs, saving **10 hours per week** of manual reporting work and enhancing decision-making.
- Skills: Power Platforms · Analytical Skills · Problem Solving · Team Collaboration

BUSINESS OPERATIONS ANALYST

Monastir, Tunisia

Usmonastir Sports Team - Sports Industry -

May 2019 - Mar 2023

- Boosted ticket sales through a multi-channel distribution strategy and dynamic pricing plans derived from comprehensive historical data analysis.
 - Optimized the work process by introducing a QR code-based membership system, simplifying data management, and enhancing user accessibility.
 - Successfully developed a forecast model to predict player performance based on historical data, enabling data-driven decision-making for team management and strategy.
- Skills: Business Development · Strategic Planning · Analytical Skills · Social Media Management

PROJECTS

Digital Identity Verification API for Financial Institutions

Jan 2024

- Designed and developed a multi-step Digital Identity Verification API, including TOTP, Passport photo Verification, live camera verification, and face recognition for secure integration within financial applications as part of the Web Services Course.

FACIAL RECOGNITION ATTENDANCE SYSTEM

Aug 2023

- A machine learning facial recognition attendance system using **Keras-Facenet** library that achieved **95.5%** accuracy, automating attendance for **500+** employees daily and replacing manual data collection, **increasing reliability and efficiency**.

MACHINE LEARNING INTERNSAVY PROJECTS

Jun 2023

- Worked with different supervised & unsupervised learning models handling **data preprocessing, feature selection, and model evaluation** to conduct customer Segmentation Analysis, contributing to a deeper understanding of **customer behavior** and preferences & using **K-Means clustering**, to group Mall Customers into different segments

EXTRA-CURRICULAR ACTIVITIES

Enactus TBS

Mourouj, Tunisia

MARKETING LEADER, PROJECT DEVELOPER

Oct 2020 - May 2022

- Achieved a **200% growth** in digital presence and audience interaction across Facebook, Instagram, and LinkedIn.
- Led a team of **10** members, providing guidance and support to achieve shared goals in a data-centric environment.
- Devoted **+320** hours to the development and execution of project within the organization, engaging in benchmarking activities, facilitating decision-making and performing market studies to identify market trends and opportunities.

Freelancer

Online

UI Designer

Jan 2017 - Jun 2023

- Successfully managed **+4 simultaneous** projects, consistently delivering exceptional designs on time and within budget.
- Conducted training sessions for a total of **200** attendees, sharing my knowledge and experience on graphic design principles.
- Developed strong interpersonal skills while working closely with clients to understand their needs and provide solutions.

ADDITIONAL INFORMATION

- **Technical Skills:** Python, Power BI, SQL, Data Analysis, Machine Learning, Microsoft Suite
- **Soft Skills:** Problem-Solving · Team Collaboration · Analytical skills · Detail Oriented
- **Languages:** Fluent in English and Arabic (native) Good in French
- **Certifications:** Machine Learning with Python by IBM; Data Analyst Associate Certificate Datacamp