

# Omar El Idrissi El Hassani

## DATA ANALYST | DATA SCIENTIST

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## PROFESSIONAL SUMMARY

Data Analyst and Data Scientist with an MSc in Big Data Analytics and a cum laude BSc in Computer Science. Experience spans marketing analytics, customer intelligence, cybersecurity analytics, and data engineering. Strong in SQL, Python, Power BI, customer segmentation, sentiment analysis, and forecasting to support better decisions, personalization, and measurable business impact.

## CORE SKILLS

**Analytics:** Marketing analytics, customer analytics, customer segmentation, sentiment analysis, behavioral analysis, KPI reporting, trend analysis

**Tools:** SQL, Python, Power BI, Scikit-learn, Apache Airflow, Apache NiFi

**Machine Learning:** Machine learning, deep learning, natural language processing, classification, forecasting

**Data & Risk:** Data pipelines, anomaly detection, risk analytics, ISO 27001, GDPR, NIST

## PROFESSIONAL EXPERIENCE

### Data Analyst / Data Scientist

Jan 2025 - Present

Reda Marketing

- Balanced hands-on work across data analyst and data scientist responsibilities in support of marketing and product decision-making.
- Analyzed marketing trends, customer data, and behavioral patterns to optimize strategy, improve personalization, and maximize ROI.
- Performed customer segmentation to identify high-value audiences and support more targeted campaigns.
- Used sentiment analysis on customer feedback to better understand the product and identify issues across different product lines, contributing to a 30% increase in positive customer feedback.

### Research and Development Engineer

Jan 2023 - Aug 2024

ACG Cybersecurity, Paris, France

- Analyzed security and operational data to detect anomalies, monitor incidents, and strengthen enterprise risk management.
- Built dashboards and reports that visualized risk trends and security metrics for faster, more proactive decision-making.
- Implemented automated workflows that made the rollout of the information management system 25% faster.
- Assessed system vulnerabilities and contributed to mitigation strategies that helped protect sensitive financial data and systems.
- Supported compliance and audit readiness across ISO 27001, GDPR, and NIST requirements.

### Administrator

Oct 2021 - Aug 2022

Center for Learning Excellence, Al Akhawayn University, Ifrane, Morocco

- Coordinated learning resources and administrative operations to improve support for students and program efficiency.
- Provided operational support that helped streamline academic services and day-to-day coordination.

### Machine Learning Engineering Intern

May 2020 - Jul 2020

Al Akhawayn University, Ifrane, Morocco

- Developed machine learning models to solve academic and operational challenges.
- Built a model to predict future energy consumption using university sensor data.

## SELECTED PROJECTS

### Pneumonia Detection Model from Medical Imaging

- Developed a machine learning model to detect pneumonia from medical imaging data.
- Prepared image data, trained classification models, and evaluated performance to support diagnostic analysis.

### Smart Grid Energy Consumption Analysis & Forecasting

- Analyzed facility electricity consumption through smart grid data to identify trends, annual usage behavior, and evolving consumption patterns.
- Built forecasting models to predict future energy consumption and support planning and optimization decisions.

## Enterprise Data Security & Risk Management Optimization

Jul 2023 - Sep 2023

- Analyzed logs and transaction data to detect anomalies and security incidents, reaching 98% incident detection accuracy in real time.
- Developed data pipelines that secured and automated data flows across systems, reducing data leakage risk by 35%.

## EDUCATION

### Master of Science in Big Data Analytics

2021 - 2023

Al Akhawayn University, Ifrane, Morocco

### Bachelor of Science in Computer Science

2016 - 2021

Al Akhawayn University, Ifrane, Morocco

Graduated cum laude | Minor in Business Administration

### Exchange Program in Computer Science

Jan 2019 - May 2019

Laval University, Quebec City, Canada

## ADDITIONAL INFORMATION

**Certification:** ISO 27001 Lead Implementer

**Languages:** Arabic, French, English

**Volunteer Experience:** Part-time Math Teacher, Handball Coach