

Mounia EL Arachi

Data Scientist | Data Analyst

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WORK EXPERIENCE

Junior Data Analyst

Orange Maroc, Casablanca - 01/10/2024 to 01/04/2025

- Produced financial reports on Power BI Desktop using DAX , Power Query, Excel, and Python.
- Conducted web scraping of Orange reviews from various networking sites (Trustpilot,Selectra and iGraal) using Selenium.
- Implemented machine learning and deep learning models for text classification using TensorFlow, and NLP techniques such as Transformers and Word Embeddings.
- Supervised and trained a management controller, improving their skills in Power BI and Python.
- Automating the Bcase file for billing tracking using Python, Excel and openpyxl, aiming to replace manual updates.
- Participated in automating the data analysis process from PPS, SAP, and BSCS using Alteryx and Dataiku, aiming to replace manual processing.

Final-Year Internship

Orange Maroc, Casablanca - 03/2024 to 09/2024

- Designed interactive financial dashboards on Power BI Desktop, Service, and Mobile for top management to track the various KPIs: revenue, EBITDA, CAPEX, churn, and OCF., utilizing Power Query, Excel, DAX, M language, Python, and other analytical tools.

ACADEMIC PROJECTS

- Medical Chatbot Based on LLMs:
Developed a medical chatbot using Langchain and Llama 2, fine-tuned for medical queries with Hugging Face transformers to enhance its response accuracy.
- Hybrid Modeling for Prediction:
Created a hybrid model combining machine learning and a physical model to predict mineral concentrations, using PINN and TensorFlow for improved accuracy.
- Vehicle Sound Classification:
Built an application to classify vehicle sounds using Librosa for feature extraction and RNNs for sound classification.
- Sentiment Analysis of Amazon Reviews:
Developed a sentiment analysis model using Python, scikit-learn, and TextBlob to classify customer reviews as positive, negative, or neutral.
- Multimodal Fake News Detection:
Combined text and image data for fake news detection using CNNs for images and BERT for text analysis.

EDUCATION

- 2022-2024: Master’s in Data Science - Cadi Ayyad University
- 2021-2022: Professional Bachelor’s in Networks, Security, and IT Systems - Cadi Ayyad University
- 2019-2021: Diploma of University Technology (DUT) in Systems and Network Administration - EST
- 2019: Baccalaureate in Mathematical Sciences, Option B



PROFILE

Data Scientist & BI Analyst with 1 year of experience at Orange Maroc. Skilled in Power BI, Python, and automation, I specialize in building interactive dashboards, predictive models, and process optimization. Passionate about data-driven decision-making, I am immediately available to contribute my expertise to your team.

SKILLS

- Data Science: Machine Learning, Deep Learning, Python, Pandas, NumPy, Matplotlib, Keras, scikit-learn, Big Data.
- Business Intelligence (BI): Microsoft Power BI, Power Query, DAX, SQL, ETL (Extract, Transform, Load), Data Visualization,Microsoft Office.
- Financial Analysis: Reporting, KPI tracking, Financial Metrics
- Text Classification: Natural Language Processing (NLP).
- Computer Vision: Object Detection, Segmentation (U-Net), Image Classification (CNN).
- Scraping and Annotation: Data collection and labeling.
- Cloud Computing: Azure.

CERTIFICATES

Coursera:

- Supervised ML: Regression and Classification
- Advanced Learning Algorithms
- Neural Networks and Deep Learning
- Unsupervised Learning, Recommenders, Reinforcement Learning

LANGUAGE

Berber: Native language
Arabic: Fluent
French: B2
English: B2

INTERESTS

Volunteering Work: Participating in associative activities
Reading Books
Sports: Practicing Taekwondo and Aerobics