



OUMAIMA EL MIAYAR

Data Analyst

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Data Analyst with 3+ years of experience in healthcare and pharmaceutical data management and analysis. Proficient in Excel, Power BI, SQL, Python, and R, with strong expertise in data visualization, predictive modeling, machine learning, and statistical analysis. Skilled in ensuring data quality, generating actionable insights, and delivering dashboards and reports that support evidence-based decision-making, optimize clinical workflows, and improve patient outcomes. Known for rigor, collaboration, and the ability to bridge technical and business needs in the healthcare sector.

Professional Experience

Various, Data Analyst

04/2023 – Present

- Delivered AI-driven data solutions in healthcare and business, integrating structured and unstructured data to support strategic decision-making.
- Designed and deployed interactive dashboards with Power BI, Python, Excel, and SQL, improving visibility of KPIs and operational performance.
- Applied machine learning techniques and advanced statistical methods to generate insights, forecast trends, and enable data-driven actions.

CooperPharma, Data Analyst

01/2022 – 03/2023 | Casablanca, Morocco

- Managed end-to-end pharma data pipelines (ETL) across clinical, sales, and operational teams, ensuring high data quality and regulatory compliance
- Defined and tracked strategic KPIs, translating business needs into actionable metrics across marketing, medical, and operations
- Built interactive dashboards and automated reports using SQL, Excel, and Power BI, enhancing real-time decision-making
- Applied machine learning (forecasting, classification, trend analysis) to detect anomalies, optimize processes, and generate predictive insights
- Collaborated with cross-functional teams to support data-driven strategies and deploy scalable analytics solutions

National School of Computer Science and Systems Analysis (ENSIAS), Morocco - MassGeneral Hospital, USA, Final Master's Project

03/2021 – 10/2021 | Rabat, Morocco

- Modeled protein sequences using self-supervised and generative methods (VAE, CNN-AE, ProBERT), applied dimensionality reduction and Codon Adaptation Index to assess embedding quality, and built ML classifiers to evaluate cross-host generalizability.

National School of computer science and systems analysis, Morocco, Data Science Internship

03/2020 – 07/2020 | Rabat, Morocco

- Developed predictive models to estimate treatment outcomes for breast cancer patients using real clinical data.
- Conducted data preprocessing, feature engineering, and statistical analysis in Python and R.

The Autonomous Board of Distribution of Water and Electricity in Marrakech (RADEEMA), Final Bachelor's Project

04/2019 – 06/2019 | Marrakech, Morocco

- Engineered a comprehensive full-stack web application to streamline task management for RADEEMA's information system.

Education

ICF Professional Coaching Program

09/2025 – present

Enhancing leadership, communication, analytical thinking, and interpersonal skills.

Master's Degree in Data Science: Bioinformatics and Complex Systems Modeling in Health, National School of Computer Science and Systems Analysis (ENSIAS) - Mohammed V University

2019 – 2021 | Rabat, Morocco

Bachelor's degree in Mathematics and Computer Sciences, Faculty Of Sciences Semlalia - Cadi Ayyad University

2015 – 2019 | Marrakech, Morocco

High school diploma in Mathematics, Ibn Toubert High school

2015 | Marrakech, Morocco

Core Skills

- **Data Analysis & BI:** KPI monitoring, insights, trend & root cause analysis
- **Visualization:** Power BI (DAX), Excel, Tableau, Google Data Studio
- **Programming:** Python, R, SQL
- **Machine Learning:** Regression, classification, clustering, forecasting
- **Recommender Systems:** Content-based, collaborative filtering, and hybrid approaches for personalized insights
- **Data Engineering:** ETL pipelines, automation, data quality & governance
- **Cloud & Big Data:** AWS, Azure ML, basics of Spark/Hadoop
- **Tools:** Git, Jupyter, VS Code, SAS, SPSS, PyTorch, FastAI
- **Statistics:** Hypothesis testing, modeling, time series
- **Soft Skills:** Problem-solving, teamwork, adaptability, leadership, communication.

Certifications

Data Visualisation and Communication with tableau

Coursera

Data science in stratified healthcare and precision medicine

Coursera

Data Engineer : Professional Certificate

IBM

Machine Learning Specialization

Coursera

Data Analytics: Professional Certificate

Google (en cours)

Languages

Arabe	● ● ● ● ●
Français	● ● ● ● ●
Anglais	● ● ● ● ●

Interests

- Calligraphy
- Technological Innovation
- Volunteering