Khaoula Ayouch



Data Analytics · Power BI & Excel ·Business Operations
Laayoune, Morocco | +212 699 154 620 | ayouchkhaoula@gmail.com

ABOUT ME

Operations professional transitioning into Data Analytics, with hands-on experience using Power BI, Excel, and SQL to produce reports, dashboards, and data-driven presentations. Holds a Master's degree in Computer Engineering specialising in Big Data & Cloud Computing. Independently designed and built **JAccess**, a production-grade enterprise access governance platform featuring operational dashboards, compliance analytics, approval workflow tracking, and a full reports center with multi-format export. Looking to move fully into a data analyst role where I can apply my analytical skills and business operations background to deliver meaningful insights.

CORE SKILLS

Analytics & BI

- SQL (Advanced)
- Power BI
- Excel (Advanced)
- DAX / Power Query
- Dashboard Development
- KPI Reporting
- Data Visualization

Data Process

- Data Quality & Cleansing
- Requirement Gathering
- Process Mapping
- Workflow Analysis
- KPI Definition
- Automation Reporting

Tools & Platforms

- Power Automate
- SAP (Procurement)
- Microsoft Office Suite
- Python
- REST APIs (integration)

EXPERIENCE

Field Services Coordinator – JESA | Laayoune, MA

Jan 2023 – Present

- Coordinated workforce access and mobilisation across multiple large-scale industrial projects, managing onboarding and compliance for hundreds of contractor personnel.
- Built Power BI dashboards and Excel trackers consolidating daily operational data across vehicle follow-ups, staffing levels, TSF management, PR status, and site activity.
- Designed KPI reports tracking expatriate rotations, staff deployment, headcount evolution, and Purchase Request completion rates across multiple active project sites.
- Monitored and flagged data inconsistencies in JPass post-implementation, tracking user onboarding progress and reporting adoption metrics.
- Produced daily operational reports summarising vehicle movements, staffing updates, and compliance status for project managers and senior stakeholders.
- Collaborated daily with project managers, contractors, and cross-functional stakeholders to ensure data accuracy and reporting continuity.

IT Coordinator – CNSS | Casablanca, MA

Oct 2022 – Dec 2022

- Provided technical support and incident management.
- Diagnosed and resolved software, hardware, and infrastructure issues.
- Managed incident tracking data and produced service quality reports for IT operations.

Majorel Africa – Back Office Customer Care Agent | Marrakech, MA

Oct 2021 – Sep 2022

- Managed and resolved high-volume customer requests, maintaining consistent satisfaction standards.
- Tracked personal performance data using Excel to monitor case volumes, resolution times, and satisfaction scores.
- Compiled and reported weekly team KPIs including resolution rate, handling time, and CSAT scores to team leads.

Khaoula Ayouch



Data Analytics · Power BI & Excel ·Business Operations
Laayoune, Morocco | +212 699 154 620 | ayouchkhaoula@gmail.com

DIGITAL & ANALYTICS PROJECTS

JAccess – Founder & Business Analyst

- Conducted field research at JESA to identify operational pain points in workforce access management, including process bottlenecks, manual workflows, and data inconsistencies, forming the foundation of the platform design.
- Led stakeholder interviews and requirements gathering sessions with project managers, coordinators, and field teams to translate operational needs into structured functional and analytical specifications.
- Performed end-to-end business process analysis and workflow mapping to define data models, validation rules, and reporting requirements across contractors, projects, and sites.
- Designed and developed operational dashboards with KPI tracking for access requests, approval queues, compliance rates, contractor visibility, and blocked profiles.
- Built a multi-level approval workflow module including urgency prioritization, readiness scoring, SLA tracking, and approval time monitoring.
- Developed a reporting center covering multiple operational report types with filtering capabilities and export options.
- 🔗 JAccess Demo: https://khaoulaayouch.github.io/JAccess/

JPass – Enterprise Management Initiative

- Investigated data inconsistencies and validation errors in the enterprise onboarding dataset.
- Collaborated with business and digital teams to improve data quality, reducing onboarding errors.
- Participated in UAT (user acceptance testing) and process improvement cycles.

Power BI Operational Dashboards

- Designed and deployed interactive Power BI dashboards for operational performance reporting.
- Built DAX measures and Power Query transformations for KPI tracking and variance analysis.
- Automated data refresh and reporting pipelines to improve decision-making speed.

EDUCATION

Master's Degree in Computer Engineering Big Data & Cloud Computing
ENSET Mohammedia
2023–2025

Professional Bachelor's Degree in Software Engineering & Web Development
ENS Martil
2020–2021

Higher Technician Diploma in Information Systems Development
BTS Laayoune
2018–2020

CERTIFICATIONS

AI & Career Empowerment (University of Maryland)

Google Analytics (Google Skillshop)

SQL (Advanced) (HackerRank)

SAP Training (JESA)

Power BI (Noviax)

LANGUAGES

Arabic ♦♦♦♦
English ♦♦♦◇
French ♦♦♦◇
Spanish ♦◇◇◇