

# Bouasker Oussama

Data analyst consultant

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## ADDITIONAL PROJECTS

- ❖ Anti-Money Laundering
- ❖ Game Co
- ❖ Two Paths, One Migration  
Story: Case of Germany

## EXPERTISE

### Data Analysis:

- ❖ Cleaning
- ❖ Data preparation
- ❖ Merging
- ❖ Querying
- ❖ Descriptive & statistical analysis

### Business Analytics:

- ❖ Insight generation
- ❖ Decision support
- ❖ Reporting
- ❖ dashboarding

### Core Strengths:

- ❖ Analytical thinking
- ❖ Problem-solving
- ❖ Resilience under pressure
- ❖ Attention to detail & curiosity

## SUMMARY

Data Analyst Consultant combining experience in marketing coordination, Logistics operations management, and economic analysis to transform complex information into actionable insights. Brings strong analytical skills supported by SQL, Python, Excel, and Tableau to help organizations make data-driven decisions.

## DATA ANALYTICS PROJECTS

### Data analyst

Oct 2025 - March 2026

#### 1 | *Preparing for the Influenza Season in the US*

Identified high-risk states and critical periods for adults 65+ by analyzing mortality trends, enabling more accurate staffing and resource planning for healthcare teams.

#### 2 | *Rockbuster Stealth Analysis*

Delivered strategic insights on customer behavior, film performance, and revenue opportunities, guiding leadership on market expansion and operational priorities.

#### 3 | *Instacart Grocery Basket Analysis*

Revealed the most profitable customer segments and purchasing patterns, supporting targeted marketing decisions and improved allocation of promotional budgets.

## WORK EXPERIENCE

### Order Picker – Rossman, Kaufland & Penny

2023-2025

- Worked in a demanding retail environment with extreme cold conditions, heavy lifting, and a fast pace.
- Organized orders with strong attention to detail to prevent errors and losses.
- Adapted quickly to challenging working conditions while maintaining consistent performance.
- Reached performance targets required for bonuses, showing resilience and reliability.

### Warehouse Responsible – LEONI Tunisia

2020-2023

- Managed a newly created warehouse for a major German company, working under pressure from internal and external audits.
- Organized and structured unclear processes, resolving material, technical, and personnel issues.
- Oversaw daily operations, ensured proper administrative and physical organization, and met daily and weekly targets.
- Worked extended hours when needed to keep operations on track.
- Helped the warehouse transition to smoother and more automated workflows, reducing manual intervention and maintaining efficient product flow.

## TOOLS

- ❖ Tableau public
- ❖ PostgreSQL
- ❖ DB visualizer
- ❖ Python - Jupiter Notebook
- ❖ Excel / Microsoft

## EDUCATION

- ❖ **Data Analytics**  
Career Foundry  
Online | 2026
- ❖ **Master in Economics**  
(Equivalence obtained in Germany)  
University of Sousse  
Sousse-TN | 2017
- ❖ **Bachelor in Business Economics**  
(Equivalence obtained in Germany)  
University of Sousse  
Sousse-TN | 2013

### Personal project: Clothing sales

2019-2020

- Conducted market research and defined the clothing product offering.
- Set up sourcing, managed stock, and launched the sales process.
- Achieved initial sales and established a structured operational workflow.

### Marketing Coordinator/sales – SsangYong & Mahindra

2017-2019

- Coordinated marketing activities with colleagues, external agencies, and subsidiaries across Tunisia.
- Took part in launching major national advertising campaigns and handled the technical and administrative preparation for new car models.
- Oversaw several advertising campaigns from launch to completion, working under strict deadlines and coordinating with agencies, radio and TV partners, and internal teams.
- Prepared accurate technical and administrative documents with strong attention to detail.
- Contributed to smooth campaign execution, high customer satisfaction, and additional car sales, while maintaining the brand's reputation by avoiding costly errors.