

# Iyed Ghedamsi

DATA ANALYST · BUSINESS ANALYST

Nabeul, Tunisia

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I am a Data / Business Analyst with a background in Marketing and Business Analytics. I enjoy exploring complex situations using data as well as rational thinking. I currently utilize my knowledge in marketing as well as in statistics to gain insights from various data sources, as well as drive the reach of web content to larger audiences.

## Experience

### Al Bawsala

DATA ANALYST

Tunisia

Jan. 2019 -

- Created and monitored data pipelines for multiple data sources.
- Managed the launch of a website in collaboration with external service providers and supervised an internal team of 3 people.
- Contributed to the development, deployment and analysis of surveys.

### Tunis Business School

TEACHING ASSISTANT

Tunisia

Spring 2018-2019 & Spring 2019-2020

- Taught a weekly tutorial sessions in Operations Research

### Kpeiz

INTERN

Tunisia

Feb 2018 - May 2018

- Developed a psychographic model to analyse the adoption of Software as a Service (SaaS) business model adoption.
- Used A/B testing to evaluate the performance of changes in the company's website.

## Skills

<b>Programming</b>	Python, R, SQL
<b>Dashboards</b>	PowerBI, Streamlit, Plotly Dash
<b>Data visualisation</b>	Matplotlib, ggplot2, Plotly
<b>Languages</b>	Arabic ( <i>Native</i> ), French ( <i>Fluent</i> ), English ( <i>Fluent</i> )

## Education

### Tunis Business School

RESEARCH MASTERS IN BUSINES ANALYTICS

Bir Kassâa - Tunisia

2019 - 2021

- Presented a research project on the performance evaluation of Tunisian Municipalities.
- Developed an open source tool implementing my research methodology.

### Tunis Business School

BSBA IN BUSINESS ADMINISTRATION

Bir Kassâa - Tunisia

2013 - 2018

- Major in **Marketing** and Minor in **Business Analytics**
- **Capstone project:** A customer survey to assess the factors affecting startups adoption of a SaaS business model.

### Delta State University

EXCHANGE PROGRAM

Mississippi - USA

2015-2016

Business Administration

## Presentation

### Support program for Francophone Open Governments

GUEST SPEAKER

Abidjan, Ivory Coast

No, 2019

- Presented an overview of Tunisia's progress in the Open Government Partnership.
- Explained technical aspects of Al Bawsala's parliament observatory and how it contributes to more transparency.