

# Gabriel Chouraqui

## Data and Business Analyst

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**PROFIL:** Data and Business Analyst with expertise in implementing ETL frameworks, advanced statistical modeling, and developing ML solutions using Python, SQL, and R. Experienced in working with cross-functional teams and Agile methodologies to align analytical solutions with strategic goals and drive operational efficiency. Holds an M.Sc. in Business Analytics, with a strong foundation in predictive analytics and advanced statistical modeling skills. I transform complex data into actionable insights through interactive dashboards and predictive analytics models for strategic decision-making.

Explore my portfolio that includes data analysis, data visualizations and machine learning:  
[gabchouraqui.github.io/portfolio/](https://gabchouraqui.github.io/portfolio/)

## Experiences

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### Data Project Analyst (Hult Business School | Boston, USA)

October 2023 – April 2024

Study projects carried out as part of my Master of Science in Business Analytics.

- **In-depth analysis of structured and unstructured data:** Leverage Python frameworks (TensorFlow, scikit-learn) and ETL (Extract, Transform, Load) techniques to manage large and complex databases using SQL, R, Python, Excel, and Power Query Editor. Processing data from a variety of sources while ensuring quality and consistency.
- **Structuring meaningful patterns and trends:** Using advanced analytical techniques and statistical modeling to reveal underlying patterns and hidden trends in the data. Extracting valuable insights that go beyond initial expectations and provide high-value, strategic insights.
- **Complex problem solving and communication:** Collaborating with cross-functional teams to align AI solutions with strategic needs, resulting in increased process efficiency. Create Power BI dashboards to communicate key insights to technical and non-technical stakeholders. Responding to demanding analytical challenges, presenting meaningful results. Development of recommendations to improve performance and optimize organizational processes.

### Head of Data Analysis (Crypto4Arts | Tel Aviv, Israel)

February 2022 – July 2023

Supervision of a cross-functional team of 4 people spread over 3 time zones, focused on data analysis and optimization of decision-making processes.

- **Data analysis and valorization:** Implemented an ETL framework for the integration of marketing and customer data, enabling a 35% increase in campaign performance and the protection of more than 150 digital assets through better data governance.
- **Project management and team coordination:** Leading a multicultural team in Agile mode, ensuring consistency of analyses and deliverables across different time zones, resulting in a 40% growth in KPIs.
- **Data-driven optimization:** Advanced use of SQL and Power BI for analyzing user behaviors and creating actionable dashboards, helping to identify opportunities for improvement that led to a 20% increase in traffic and a 15% increase in conversion rate.

## Activities and Interests

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### Podcast Host (La voie de l'Entrepreneur | Remote)

October 2023 – Current

Co-host of the podcast *La voie de l'Entrepreneur*, a dynamic and engaging project aimed at exploring and introducing the world of entrepreneurship to a wide audience. <https://bento.me/lvdle>

- **Creation and animation of inspiring content:** Co-hosting more than 15 episodes with entrepreneurs from diverse backgrounds, reaching a growing audience of more than 1000 regular listeners across more than 30 countries and on more than 10 audio and video streaming platforms.
- **Audience promotion and growth:** Development of digital marketing strategies that led to a 60% increase in listeners in six months, with an 89% retention rate.
- **Performance analysis and optimization:** Using data analytics tools to track viewing trends and optimize content, resulting in a 13% increase in listens per episode.

## Technical Skills and Competencies

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**Languages :** French, English, Hebrew.

**Technical Skills:** Business Analysis and Gathering Requirements, Mastery of Governance Frameworks Data, Modeling, Statistics & Predictive Analytics, Growth Strategies, Statistics, ETL, Datasets, Machine Learning, Artificial Intelligence, Microsoft Office, Excel Workout.

**Skills:** Data Analysis and Visualization, Project Leadership and Mastery of Project Management Tools Agile (Scrum, Kanban), Strategic Decision Making and Complex Problem Solving, Communication and Management team.

**Certifications:** Academy Cloud Foundations (AWS), Agile Project Management (Google), Data Analytics with R (Google), Join data with SQL (DataCamp).

## Computer Skills and Artificial Intelligence

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**AI framework:** TensorFlow, PyTorch, scikit-learn, keras, XGBoost, spaCy, SciPy, caret.

### Key skills:

- Data preprocessing, feature engineering, and model evaluation.
- Predictive analysis and modeling (classification, clustering).
- Strategic decision-making and complex problem solving

**Analytical tools :** Python, SQL, R, SAS, DAX, M, Excel, Power Query Editor, Machine Learning.

**Software:** Apple OS, Windows, Microsoft, Office 365, CRM, IDE (MySQL, PostgreSQL, Google Colab, Jupyter Notebook, R Studio), Google Analytics.

**Cloud:** AWS, Microsoft Azure, SaaS, PaaS, IaaS.

**Data visualization:** Power BI, Tableau, Quicksight, Excel, R Studio, Matplotlib, Seaborn, ggplot2, ggraph.

## Education

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### Master of Science in Business Analytics

Hult International Business School | Boston, USA

April 2024

**Key Projects:** Predictive Analytics of Customer Behaviors, Business Process Optimization with AI. Collaboration on interactive Power BI dashboards to present insights from predictive models.

### Master of Science in International Marketing

Hult International Business School | Boston, USA

August 2023

### Bachelor of Arts in Communications

Reichmann University | Herzliya, Israel

August 2022


## References

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### Sílvia Ariza

Data Scientist, CEO and founder of Eina Data, Data Strategy Consultant

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"I highly recommend Gabriel. He excelled in my Social Media Analytics, Python, and AI for Business courses. Gabriel impressed me with his rapidly developing Python skills, strong analytical mind, and strategic thinking. He actively participated in class discussions, demonstrating excellent communication abilities. His work consistently exceeded expectations."