Gabriel Chouraqui

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Data Analyst

Discover my portfolio: *gabchouraqui.github.io/portfolio*

Experiences

Podcast Host (La Voie de l'Entrepreneur | Montreal, Canada)
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 various backgrounds, reaching a growing audience of more than 1000 regular listeners in 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 listening trends and optimize content, resulting in a 13% increase in listens per episode.

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 Analysis.

- **In-depth analysis of structured and unstructured data:** Proficiency in the Extract, Transform, Load (ETL) process to manage large and complex databases using SQL, R, Python, Excel, and Power Query Editor. Processing data from a variety of sources, ensuring optimal 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:** Responding to demanding analytical challenges, presenting meaningful results to different technical and non-technical audiences. Development of recommendations to improve performance and optimize organizational processes.

Head of Marketing Data Analysis (Crypto4Arts | Tel Aviv, Israel)
February 2022 – July 2023

Supervision of a cross-functional team of 4 people spread over 3 time zones. Expertise in data analytics techniques to propel the Crypto4Arts brand to the top of the NFT community.

- **Development of innovative digital marketing strategies:** 35% increase in online brand visibility, protection of more than 150 artworks and raising $50,000 for young artists through the use of NFT technology.
- **Effective management of social media platforms (X, Instagram, Facebook, LinkedIn):** 40% growth in followers and 25% increase in user engagement, boosting brand awareness.
- **Implementing advanced web analytics:** Using Google Analytics and other tools to uncover optimization opportunities, increasing website traffic by 20% and improving conversion rates by 15%.

Technical Skills and Competencies

Languages: French, English.

Technical Skills: Microsoft Office, Excel Workout, Google Analytics, SEO, Project and Product Management, Marketing Data, Marketing Strategy, Growth Strategies, Statistics, ETL, Data Sets, Machine Learning, Artificial Intelligence.

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

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

Computer Skills

Programming: Python, SQL, R, DAX, M, 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.

Visualizations: Power BI, Tableau, Quicksight, Excel, R Studio, Matplotlib, Seaborn, ggplot2, ggraph.

Education

Master of Science in Business Analysis
April 2024
Hult International Business School | Boston, USA

Master of Science in International Marketing
August 2023
Hult International Business School | Boston, USA

Bachelor of Arts in Communications
August 2022
Reichmann University | Herzliya, Israel