

# HASNA TAZI

## DATA ANALYST | BUSINESS-FOCUSED | POWER BI · SQL · PYTHON · LOOKER STUDIO

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### SUMMARY

Business-minded Data Analyst with 10+ years of experience in digital strategy, client performance, and communication.

Recently upskilled in data analytics through hands-on projects, combining analytical thinking, technical expertise, and a strong business acumen to extract actionable insights and support strategic decisions.

Fluent in French, English, and Arabic.

### PROFESSIONAL EXPERIENCE

#### Independent Consultant – Data, Strategy & Business Development

Feb 2025- Present

- I help small and mid-sized businesses grow by leveraging data to drive strategic, organizational, and communication decisions.
- Analyze customer data to identify actionable insights and guide decision-making
- Conduct business diagnostics and deliver tailored strategic recommendations
- Create or improve core content, including service offers, website copy, and messaging
- Provide operational support: tools selection, workflow optimization, and team enablement
- Approach: pragmatic, cross-functional, and data-driven, with strong adaptability to real-world business challenges.

#### Data Analyst – Bootcamp Project

Le Wagon (Bordeaux) | Oct 2024 - Feb 2025

- Comparative study of investment strategies: stocks, bonds, real estate, and euro funds
- Collected and processed financial data from Yahoo Finance using Python (Pandas, Matplotlib, Seaborn)
- Performed return and volatility analysis
- Built interactive dashboards (Power BI, Looker Studio)
- Delivered investment recommendations based on quantitative insights

#### B2B Business Developer – Digital Communication

Solocal (Bordeaux) | Sep 2014 - Feb 2025

- Supported over 200 SMBs in building digital strategies
- Advised on marketing performance, optimized ROI
- Led client workshops and managed multi-channel campaigns

#### Contract Manager

Maincare Solutions (Bordeaux) | May 2012 - Aug 2014

- Managed contracts for healthcare sector IT solutions
- Ensured compliance with client requirements and internal standards
- Strengthened client relations through efficient issue resolution

<b>High-Tech Product Manager</b>	<b>Boulanger (Mulhouse)   Aug 2008 - Feb 2011</b>
<ul style="list-style-type: none"><li>• Led sales and merchandising for consumer electronics</li><li>• Supervised a small sales team and managed stock rotation</li></ul>	
<b>Customer Relationship Advisor</b>	<b>Orange (Colmar)   May 2007 - Jul 2008</b>
<ul style="list-style-type: none"><li>• Sold products and services, advised customers, resolved complaints</li></ul>	
<b>Software Developer – ERP Systems</b>	<b>IFS (Pfastatt)   Oct 2001 - Sep 2003</b>
<ul style="list-style-type: none"><li>• Developed and maintained ERP applications</li><li>• Conducted testing and user documentation</li></ul>	

CORE COMPETENCIES

- Data Analysis & Visualization (Power BI, Looker Studio, Matplotlib)
- SQL & Data Modeling (BigQuery, dbt, joins & optimization)
- Python for Data (Pandas, NumPy, Seaborn)
- Business Intelligence & CX Optimization
- Generative AI Applications (exploration phase)

EDUCATION

<b>Bachelor’s Degree – AI &amp; Big Data Developer</b>	<b>Oct 2024 - Feb 2025</b>
<ul style="list-style-type: none"><li>• Le Wagon, Bordeaux</li></ul>	
<b>Master’s in Marketing &amp; Communication Strategy</b>	<b>Sep 2011 - Sep 2012</b>
<ul style="list-style-type: none"><li>• OMNES Education, Bordeaux</li></ul>	
<b>Master's Degree in Computer Science</b>	<b>Sep 1998 - Sep 1999</b>
<ul style="list-style-type: none"><li>• ENSISA, Mulhouse</li></ul>	

LANGUAGES

- French: Native
- Arabic: Native
- English: Fluent

INTERESTS

- Cooking & wellness: a space of creativity and mindful routine
- Spiritual literature & self-development: passion for authors like Paulo Coelho, Elif Shafak