



Ayman OUADOUL

BUSINESS INTELLIGENCE & DATA ANALYST

Analyst with consulting experience spanning lead tracking, KPI reporting, and end-to-end workflow automation using N8N, Zapier, and LLM agents. Built data pipelines and dashboards across back-to-back internships — consistently cutting manual work and enabling data-driven decisions. Student at ESC Clermont Business School, available for a BI or Data Analyst role.

DETAILS

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PHONE
+212 602 0440 32

LOCATION
Marrakech, Morocco

LINKEDIN
linkedin.com/in/aymanov

GITHUB
github.com/AYMANOVIA

SKILLS

QUERY & LANGUAGES
SQL · Python (pandas, numpy, matplotlib)

BI & VISUALIZATION
Power BI · Tableau · Looker Studio · DAX

DATA & TOOLS
Databricks · BigQuery · PostgreSQL · dbt · Snowflake · Git · Excel

AUTOMATION & AI
N8N · Zapier · LLM Agents · Prompt Engineering

METHODS
ETL/ELT · Star Schema · Dimensional Modelling · Data Warehouse

CERTIFICATIONS

- › HackerRank SQL (Advanced) — 13 Jun 2026 · ID: F721CFCD5A56
- › TOEIC 850/990 — American Language Center (ALC) · Marrakech

LANGUAGES

Arabic	Native
French	Fluent · C2
English	Fluent · C1

01 EXPERIENCE

Digital Operations Intern — Lead Tracking & Reporting

Sept 2025 – Feb 2026

STUDEA Consulting · Essaouira

- Built and maintained KPI tracking tables (lead source, stage progression, conversion indicators) and delivered performance reports for digital operations monitoring.
- Automated data extraction and report generation with Python, reducing weekly manual prep from ~4 hours to under 30 minutes.
- Consolidated dashboards across 3 client accounts, replacing ad-hoc spreadsheets with structured, repeatable reporting.

B2B Prospecting & Automation Intern

June – Aug 2025

WeMaky Consulting · Marrakech

- Designed and deployed AI-powered automation workflows using N8N, Zapier, and LLM agents — eliminating repetitive tasks for the full marketing team.
- Structured a B2B prospect pipeline (stages, priorities, follow-up cadence) with KPI tracking across replies, meetings, and conversions.
- Conducted field prospecting: outreach, pitching, objection handling, and qualified lead delivery.

Community Manager & Digital Communications

2023 – 2024

STUDEA Consulting · Essaouira

- Managed social media presence and editorial calendars for multiple client brands.
- Tracked content engagement via GA4 and platform analytics, producing performance reports to guide campaign decisions.

Customer Support Representative — Airbnb Project

Sept 2022 – Sept 2023

Majorel · Marrakech

- Delivered omnichannel support (phone, email, chat) for Majorel's Airbnb partnership account.
- Logged and maintained accurate case records in the CRM, ensuring data quality for internal reporting and activity tracking.

02 EDUCATION

Internship Year (Année de Césure)

2025–2026

ESC Clermont Business School · Marrakech

PGE2, Digital Marketing

2024–2025

ESC Clermont Business School · Marrakech

Bachelor Sound Designer

2021

ACFA Multimédia · Montpellier

03 CORE SKILLS — BI / ANALYTICS

SQL	Joins, aggregations, GROUP BY, subqueries, KPI extraction, data cleaning — BI analyst level
BI & Visualization	Power BI (Power Query, data modeling, DAX basics), Tableau, Looker Studio — from prototype to production dashboard
ETL / ELT Pipelines	Extract → clean → transform → load via files, APIs, Power Query, and Python scripting
Data Modeling	Relational modeling, Star Schema, dimensional modelling, data quality, granularity, KPI logic
Web Analytics	GA4 — acquisition KPIs, conversion tracking, funnel analysis, performance reporting
Automation & AI	N8N, Zapier, LLM agents, prompt engineering, REST APIs, webhooks — end-to-end workflow automation
Databases & Cloud	PostgreSQL (Supabase), SQLite, BigQuery, Databricks, Snowflake, dbt — query and pipeline management
Business & Ops	Lead qualification, pipeline tracking, reporting cadence, process improvement, KPI definition and alignment

04 PROJECTS — BUSINESS INTELLIGENCE

Olist Marketplace Intelligence

DATABRICKS · PYTHON · STAR SCHEMA · TABLEAU · OPEN SOURCE

- Built an end-to-end Bronze → Silver → Gold pipeline on Databricks, turning 9 raw marketplace CSV sources into a validated, analysis-ready model.
- Modelled the Gold layer as a star schema (fact_orders, fact_order_items + customer, product, seller and date dimensions) documented in a dedicated schema design note.
- Resolved orphaned product IDs by assigning an 'unknown' category instead of dropping rows — preserving complete revenue and estimated-profit totals.
- Delivered 3 Tableau dashboards: Business Performance Overview, Product & Category Profitability, and Regional Demand & Service Reliability.

05 PORTFOLIO

- › Tableau Public — 3 live dashboards · public.tableau.com/app/profile/ayman.ouadoul
- › GitHub — github.com/AYMANOVIA/olist-marketplace-intelligence (notebooks, star schema docs, screenshots)