

HAMIS BADAROU

DATA & DIGITAL ANALYTICS MANAGER

PROFILE

Curious about the Web and passionate about Data I multiplied experiences within agencies (including Netbooster and Iprospect) and consulting firm in Data Analytics. These experiences allowed me to build skills on a wide range of Data subjects (Data Collection, Data Analysis, Datavisualization, Data Activation). I combine my skills in Statistics, Economics as well as my knowledge of the Digital in order to propose new prisms of analyzes of the Data coming from the Web

EXPERIENCE

DATA & DIGITAL ANALYTICS EXPERT

Bouygues Telecom | Sept 2020 - Current

- Advanced media performance analysis
- Advanced DMP audience performance analysis
- CRO
- Tools : BigQuery, Teradata, Dataiku, Tableau Software, GA360, Content Square, GMP

DATA & DIGITAL ANALYTICS MANAGER

TUI FRANCE | Mar 2018 - Sept 2020

- Tracking implementation with Google Tag Manager & Google Analytics
- Media Analytics and Optimization With Google Cloud Platform
- Data Visualization & Analysis (Tableau, PowerBI, Google Data Studio)
- Data Analysis with Google Cloud Platform (BigQuery, Storage)
- Customer Analytics (Retention, Cohort Analytics, CLV) - Python & BigQuery
- AB Tests : Evaluating experiments monitoring key performance indicators

ASSOCIATE PROFESSOR (PART-TIME)

University Gustave Eiffel (Paris Est) | Oct 2018 - Current

- Digital Analytics Courses
- Data Project Management Courses

SENIOR DATA SPECIALIST

FABERNOVEL | May 2016 - Mar 2018

- Tracking implementation (GTM, Tag Commander, Tealium)
- Media Analytics and Optimization (Google Ads, Youtube, Facebook, DV360)
- Reporting & Analysis (Tableau, PowerBI, Google Data Studio)

DATA & WEB ANALYTICS CONSULTANT

AVISIA / SOLOCAL | Sep 2015 - Apr 2015

- Reporting Automation (Tableau Software & AT Internet)
- Sharing insights

TRACKING & ANALYTICS PROJECT MANAGER

IPROSPECT | Mar 2015 -Sep 2015

- Tracking Implementation
- Reporting & Data Visualization

EDUCATION

MASTER OF SCIENCE : STATISTICS

UNIVERSITÉ REIMS CHAMPAGNE ARDENNE | 2012 - 2014

CERTIFICATION

- DataCamp - Marketing Analytics With Python Skill Track
- DataCamp - Machine Learning Scientist With Python Career Track
- Coursera - Achieving Advanced Insight with BiQuery
- Coursera - Applying Machine Learning to your Data With GCP

PERSONAL INFO

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PERSONAL SKILLS

Web Analytics Tools

- AT internet
- GA360 / GTM
- AB Tasty / Kameleoon
- Omniture (Adobe Analytics)
- Eulerian Analytics

Language

- SQL
- Python
- Javascript
- HTML

Data Visualization

- Tableau
- Qlikview / QlikSense
- PowerBI
- Google Data Studio

Marketing Tech Stack

- Google Marketing Platform
- GCP (BigQuery, Cloud Storage)
- Facebook Business
- Critéo
- Teads

Machine Learning With Python

- Scikit Learn
- Xgboost
- Deep Learning With Keras
- SparkML with PySpark