

Aws Ourari

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Professional Summary

Business Analysis master's graduate specializing in growth analytics, business intelligence, mobile-app reporting, and data-driven strategy. Experienced in building KPI frameworks, dashboards, ETL workflows, and end-to-end digital projects that translate user behavior and operational data into actionable recommendations. Interested in growth, user acquisition, regional market insights, creative performance analysis, and mobile-product strategy roles requiring strong analytical rigor, cross-functional coordination, and cultural fluency.

Education

Esprit School of Business

Tunis, Tunisia

Master's in Business Analysis, Data Analysis & Data Science

July 2026

- Relevant focus: growth analytics, business intelligence, user behavior analysis, dashboarding, project management, and decision support.
- End-of-studies internship/project completed with Ai4U/ESPRIT using CRISP-DM methodology, Scrum sprint planning, mobile-app deployment, and Power BI reporting.

Esprit School of Business

Tunis, Tunisia

Bachelor's in Business Computing, Business Intelligence

2024

- Built foundations in database design, reporting, ETL processes, data warehousing, and interactive dashboard development.

Core Skills

Growth Analytics	KPI design, acquisition funnels, cohort-style analysis, retention metrics, conversion tracking, performance reporting
Business Intelligence	Power BI, Excel, SQL, PostgreSQL, MySQL, data models, ETL workflows, management dashboards
Market & User Insights	User behavior analysis, competitor monitoring, trend analysis, local market adaptation, data storytelling
Campaign Support	Creative performance analysis, channel comparison, budget-efficiency thinking, content feedback, reporting automation
Project Coordination	Scrum sprint planning, cross-functional collaboration, stakeholder communication, documentation, status reporting
Technical Tools	Python, Pandas, NumPy, Scikit-learn, TensorFlow, FastAPI, Docker, Git/GitHub, Jupyter Notebooks

Professional Experience

Sana3ty Marketplace Platform – Growth & Analytics Infrastructure

Remote

Analytics Contributor

May 2025 – Present

- Designed growth KPI frameworks for a service marketplace, covering acquisition, provider activity, engagement, service quality, and operational performance.
- Created analytics-ready data models and reporting logic to monitor platform health, user behavior, and growth opportunities before launch.
- Supported digital positioning and content strategy, helping generate 300+ pre-launch engagements through structured performance insights.
- Coordinated with product/development stakeholders to define tracking requirements, clarify priorities, and prepare scalable reporting infrastructure.

BNA Bank, National Agricultural Bank

Tunis, Tunisia

Data Analytics Intern

Feb 2024 – May 2024

- Built automated ETL pipelines processing 50,000+ transaction records weekly, reducing manual reporting time by 60%.
- Designed Power BI dashboards adopted across 3 departments to monitor financial, operational, and performance KPIs.
- Performed exploratory analysis to identify trends, inefficiencies, and optimization opportunities, saving 15+ hours monthly.
- Prepared executive presentations translating complex analytics into clear, actionable recommendations for senior management.

End-of-Studies Master Project

Aur  a – AI Skin Analysis Mobile Application

Feb 2026 – May 2026

End-of-studies internship project using Flutter, Python, FastAPI, Docker, Railway, Power BI, CRISP-DM, and Scrum

- Managed a full mobile-app data project lifecycle from business understanding and user flows to deployment, testing, reporting, and dashboarding.
- Defined product KPIs and built Power BI dashboards to track users, skin concern insights, dermatologist access, and application usage indicators.
- Planned work through Agile Scrum sprints across backend, mobile app, deployment, QA testing, and final stakeholder reporting.
- Built and deployed a production API with Docker/Railway HTTPS, health-check endpoint, structured JSON outputs, and Swagger documentation.
- Validated the release APK on a physical Android device connected to the production API; achieved 95.7% CNN test accuracy.

Additional Projects

Animal Classification System using CNNs

Dec 2025

github.com/Athenwine/Pi-animal-classifier

- Developed a TensorFlow/Keras image classification model across 10 animal species with 90%+ validation accuracy.
- Applied preprocessing, augmentation, validation splitting, and performance evaluation to improve reliability.

Spotify Music Trends Analytics Platform

Feb 2025 – Apr 2025

github.com/Athenwine/spotify-pi-project

- Built a PostgreSQL and Python analytics pipeline for 10,000+ tracks to study audience-facing music performance and genre trends.
- Created Power BI dashboards analyzing audio features, commercial performance patterns, emerging artists, and 5-year trend evolution.

Django-Based Quiz Management Platform

Dec 2025

github.com/Athenwine/ESB-QuizAPP

- Built a Django web app with authentication, quiz creation, automated scoring, secure sessions, and role-based access control.

Certifications

- Aviatix Certified Engineer – Multicloud Network Associate (ACE), Dec 2025.
- Cisco Networking Academy – Ethical Hacker, Dec 2025.
- NVIDIA Deep Learning Institute – Generative AI with Diffusion Models, Predictive Maintenance, and Anomaly Detection, Dec 2025.
- IBM Cognitive Class – Data Science Tools, Dec 2025.

Volunteering & Leadership

Enactus

Tunis, Tunisia

External Relations Member

2020 – 2021

- Supported external partnerships, stakeholder communication, and outreach for student-led social entrepreneurship projects.

Croissant Rouge Tunisien – Bizerte Branch

Bizerte, Tunisia

Youth Volunteer

2016 – 2020

- Participated in humanitarian initiatives, aid distribution, community outreach, and local solidarity activities.

Japanese Events in Tunisia (JET)

Tunisia

Event Volunteer & Social Media Support

2016 – 2018

- Assisted cultural event organization and managed social media content for event promotion and audience engagement.

Languages & Interests

Arabic: Native/C2 — **English:** Fluent/C1+ — **French:** Intermediate

Interests: Growth analytics, user acquisition, mobile apps, cohort/retention analysis, creative performance, regional market insights, digital strategy