

# Mohamed Majd Ayadi

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## Summary

A motivated business, marketing and data analyst who recently graduated from Tunis Business School with a major in Business Analytics and a minor in Marketing.

## Skills

**Spreadsheet** Excel, Google Sheet  
**Data Visualization** Power BI  
**Languages** Python

**RDBMS** MS SQL Server, MySQL, MS Access  
**Productivity Tools** MS Word, PowerPoint, Outlook, Teams  
**Graphic Design** Adobe XD, Adobe Photoshop, CapCut

## Education

### Bachelor of Science in Business Administration

Tunis Business School, Business Analytics and Marketing  
GPA: 3.078/4

Ben Arous, Tunisia  
October 2020 - June 2024

### High School Diploma

Jendouba Pioneer High School, Mathematics Baccalaureate  
Grade: 14.80/20

Jenoduba, Tunisia  
September 2015 - June 2019

## Relevant Coursework

Statistics  
Data Mining  
Data Analytics  
Econometrics

Time Series  
Digital Marketing  
Consumer Behavior  
Project Management

Game Theory  
Operations Research  
International Marketing  
Management

## Experience

### MASS Analytics, Marketing Analyst

- Preparing, organizing, and delivering project outcomes to important stakeholders.
- Creating automated data pipelines for running regression models and building exhaustive Power BI dashboards from saved chat transcripts and provide metadata to a system-wide search database
- Managing a marketing mix modeling (MMM) project from start to finish, including data cleaning, processing, modeling, forecasting, and optimization.
- Communicating findings effectively and accurately.
- Interpreting models results from a business standpoint
- Familiarizing oneself with marketing mix modeling (MMM) through participating in various onboarding sessions

Tunis, Tunisia  
February 2024 – June 2024

### Arab Tunisian Bank, Intern

- Familiarizing oneself with Tunisia's banking and financial system
- Getting knowledge in Tunisia's banks credit types and requirements
- Performing daily tasks

Tunis, Tunisia  
August 2022 – September 2022

## Certifications

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**Introduction to Data Analytics**, META

October 2024

**Marketing Analytics Foundation**, META

September 2024

**TOEFL IBT Test**, ETS

September 2024

Grade: 94/120

## Projects

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### Adult Income Prediction Model

[Github repo link](#) 

This project features a predictive model that classifies individuals into two income categories: ">50k" or "<=50k" based on various features. The model is designed to assist in demographic and economic analysis, providing valuable insights into income potential and aiding in the identification of individuals with higher income prospects.

### Marketing Mix Modeling project

[Github repo link](#) 

A multiple regression analysis is employed in this Marketing Mix Modeling project to evaluate the impact of different media and marketing channels, such as TV, radio, and newspaper ad budgets, on Company X's sales performance. The model attempts to give insights into how well each channel drives sales by looking at the interactions between these variables. This will allow decision-makers to make well-informed choices about how best to allocate marketing money and tactics.

### End of study internship project

During my end of study internship at MASS Analytics, a marketing mix modeling project was conducted using the CRISP-DM methodology to compare two regression techniques: a log-linear model built with the hosting company's software and a multiple linear regression model developed in Python. Both models were evaluated from statistical and business perspectives, and the log-linear model was determined to be the superior one

## Languages

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Arabic ● ● ● ● ●

English ● ● ● ●

French ● ● ●