

RIHAB MORAFIQ

Business Intelligence Intern

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 - 🌐 GitHub: github.com/RIHABData
 - 🌐 Portfolio: rihabdata.github.io/RIHABM.github.io
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PROFESSIONAL SUMMARY

Aspiring Business Intelligence & Data Analyst with strong expertise in data analysis, dashboards, and machine learning. I hold a Master's degree in Big Data & Business Intelligence. Skilled in transforming raw data into actionable insights using Power BI, SQL, and Python. Passionate about solving real-world problems through data-driven decision-making.

CORE SKILLS

BI & Visualization: Power BI, Excel, KPI Design, Dashboards

Programming: Python, R

Libraries: Pandas, NumPy, Scikit-learn, Seaborn, Matplotlib, WordCloud

Tools: Git, Jupyter Notebook, VS Code

Databases: MySQL, Oracle

PROJECTS

Spotify Data Analysis Dashboard

- Built an interactive **Power BI dashboard** analyzing **50K+ streaming records** across songs and artists
- Designed **10+ KPIs** (streams, top artists, trends) to track music performance
- Implemented dynamic filters (year, artist, mode) improving data exploration efficiency

Glaucoma Detection Analysis

- Conducted **EDA on medical dataset (20K+ records)** to identify key risk factors
- Developed machine learning models achieving **~85% accuracy** for early detection
- Presented insights using dashboards and storytelling for non-technical users

Netflix Data Analysis

- Analyzed **Netflix dataset (10K+ titles)** to uncover trends in genres, countries, and releases

- Identified top-performing categories and content distribution patterns
- Delivered insights through visualizations in Python (Matplotlib / Power BI)

Heart Disease Prediction

- Built classification models (Logistic Regression, Random Forest) on **health dataset (5K+ records)**
- Improved prediction accuracy to **~87%** using feature engineering and model tuning
- Evaluated models using precision, recall, and confusion matrix

Customer Segmentation Analysis

- Applied **K-Means clustering** on customer dataset to segment users into **distinct groups**
 - Analyzed purchasing behavior to support targeted marketing strategies
 - Generated actionable insights to improve customer retention and engagement
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EDUCATION

Master's in Big Data & Business Intelligence

Universidad Isabel I, Burgos - Spain | 2024 – 2025

Master in Computer Science

Groupe ISGA, Casablanca - Morocco | 2023 – 2024

CERTIFICATIONS

- 2021 : Python Essentials I - Cisco Networking Academy
 - 2023: Oracle Certified Foundations Associate - Oracle Academy
 - 2025 : Forage – Deloitte Data Analytics Job Simulation
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LANGUAGES

Arabic mother tongue

English (B2)

French (C2)

SOFT SKILLS

- Analytical thinking & Problem solving
- Communication
- Teamwork