

# Iyed Mbarki

Manouba, Tunisia | Email | LinkedIn | Portfolio

## EDUCATION

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- IHEC** | Carthage, Tunisia **Sep 2025 – Present**  
◆ Bachelor's Degree in Business Intelligence
- Xiamen University Malaysia** | Sepang, Malaysia **Sep 2024 – Aug 2025**  
◆ Bachelor's Degree in Software Engineering (2 semesters completed)
- Mornaguia High School** | Manouba, Tunisia **Graduation 2024**  
◆ Mathematics Student

## PROJECTS

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- Sales Performance Analysis & Interactive Excel Dashboard** **Excel (Advanced)**  
◆ Built an end-to-end Excel dashboard to analyze retail sales performance across categories, time periods, and channels.  
◆ Performed data cleaning, standardization, and preprocessing to ensure accurate analysis.  
◆ Designed interactive KPI dashboard using Pivot Tables, slicers, and dynamic charts (Sales, Profit, Margin, Orders).  
◆ Identified key business insights including top-performing categories, seasonal trends, and declining yearly performance.
- Customer Behavior & Geographic Analysis (Brazilian E-Commerce)** **SQL**  
◆ Analyzed customer behavior, loyalty, and geographic distribution using SQL on the Olist Brazilian E-Commerce dataset.  
◆ Identified top cities and states with the highest concentration of repeat and high-value customers.  
◆ Performed customer segmentation to support retention and targeted marketing strategies.  
◆ Extracted insights to support business expansion and regional performance optimization.

## SKILLS & INTERESTS

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- Data Analytics** Excel (Advanced), Python (Pandas), ETL, Data Cleaning  
**BI / Visualization** Power BI, Dashboards, KPI Design, Data Storytelling  
**SQL / Databases** MySQL, Complex Queries, Window Functions  
**Tech Stack** C#, Python, C/C++, Statistics, Git/GitHub  
**Interests** Football, Running, Gym, Travelling, Open-Source Projects

## LANGUAGES

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**Arabic** - Native

**English** - Fluent

**French** - Fluent