Maixent Gemeri ASSI

STATISTICIAN ECONOMIST · DATA SCIENTIST

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Summary

Seven years' experience in statistical analysis and data science, including technical and management roles. Demonstrated proficiency in **SQL**, **R**, **Python** with knowledge of software development principles. Previous projects include **sales optimisation**, **advertising efficiency boost** and **medical rules learning for an AI system**.

Work Experience

Jumia
PERFORMANCE MARKETING MANAGER

Abidjan, Côte d'Ivoire

Jan. 2018 - Aug. 2018

- Oversaw paid online marketing campaigns for Côte d'Ivoire and Senegal on all major channels.
- Led customer repurchase behaviour analysis.
- Improved campaigns efficiency by more than 40% in each geography.
- Presented a data-driven approach to determine optimal spending levels by channel.
- Collaborated in the improvement of customer targeting using in-house data warehouse data.
- Assessed the efficiency of advertising expenditures and determined the optimal spend per channel.

Stane
MANAGER OF ANALYTICS

Abidjan, Côte d'Ivoire

Aug. 2016 - Dec. 2017

- Managed analytical projects from customer requirements to usability testing.
- Built data products to help end-users access activity reports by themselves.
- Advised the management board on data-related topics.
- Engineered automated reporting and dashboards for non-technical users and customers.
- Created a machine learning algorithm to extract rules for a medical-oriented platform.
- Collaborated with the medical team for a queuing-based analysis of the demands made by customers.
- Improved the method for pricing health insurance products.
- Modelled the health insurance market and estimated the company market shares.

Orange
GEOMARKETING ANALYST

Abidjan, Côte d'Ivoire

Dec. 2013 - Jul. 2016

- Recommended and drove prioritisation of network coverage for fixed and mobile technologies.
- Supported operational functions throughout the company with spatial insights.
- Streamlined the potential estimation process for the deployment of fixed and mobile networks technologies.
- Managed with the IT department GIS projects and intensified the company-wide advocacy for the use of GIS tools.
- Led use case based big data tests during the company big data platform implementation.
- Optimised sales strategy of a corporate customer using network and spatial analyses.
- Performed potential estimation and deployment strategy for fixed and mobile telecom technologies.

Etisalat
GEOMARKETING ANALYST

Abidjan, Côte d'Ivoire

Dec. 2011 - Nov. 2013

- Proposed high potential areas for network expansion.
- Analysed and reported business performances by zone and made useful recommendations to product managers.
- Collected competition intelligence.
- Enhanced customer insights using churn analysis, behavioural segmentation.
- Contributed to the overall network expansion strategy.
- Standardised district nomenclatures across departments.

Ministry of education
STATISTICIAN ECONOMIST

Abidjan, Côte d'Ivoire

Aug. 2010 - Oct. 2010

- Analysed the performances of the educational system.
- Wrote reports on the educational system and made recommendations.
- Created a 5-year forecast of the financial and infrastructure implications of free primary school policy in Côte d'Ivoire.

Skills

Statistics & data science 1	Data exploration, visualisation, data wrangling, machine learning, data mining, model evaluation
Statistics & data science 2	Knowledge engineering and reasoning, natural language understanding, agent-based modelling
Specialised software 1	Rstudio, SPSS Statistics, RapidMiner, CSPro, Nvivo, PowerBI, Tableau, Protege, Office suites
Specialised software 2	ArcGIS, QGIS, MS SQL Server, Oracle, PostgreSQL, MySQL, MariaDB
Programming languages	R, Python, Java, SQL, VBA, DAX
Languages	French (native), English (TOEFL iBT 96/120), Spanish (basic)

Education

University of Aberdeen — *United Kingdom*
MSc in Artificial intelligence — *Sep. 2018 - Sep. 2019*

ENSEA Abidjan — *Côte d'Ivoire*
Diplome d'Ingénieur in Statistics and Economics — *Sep. 2008 - Aug. 2011*

Certificates

2015	**BerkeleyX**, Scalable Machine Learning	*Edx*
2015	**BerkeleyX**, Introduction to Big Data with Apache Spark	*Edx*
2015	**University of California San Diego**, Introduction to Big Data	*Coursera*
2015	**Johns Hopkins University**, Managing Data Analysis	*Coursera*
2015	**Johns Hopkins University**, Data Science in Real Life	*Coursera*
2015	**Johns Hopkins University**, A Crash Course in Data Science	*Coursera*
2014	**Stanford University**, Machine Learning	*Coursera*
2014	**Johns Hopkins University**, Exploratory Data Analysis	*Coursera*
2014	**Johns Hopkins University**, Statistical Inference	*Coursera*
2014	**Johns Hopkins University**, The Data Scientist's Toolbox	*Coursera*
2014	**Stanford University**, Social and Economic Networks: Models and Analysis	*Coursera*
2014	**EPFL**, African cities : an introduction to urban planning	*Coursera*
2014	**University of Michigan**, Using Databases with Python	*Coursera*
2014	**University of California San Diego**, Hadoop Platform and Application Framework	*Coursera*
2014	**University of Michigan**, Using Python to Access Web Data	*Coursera*
2014	**University of Michigan**, Programming for Everybody (Getting Started with Python)	*Coursera*
2014	**MIT**, Tackling the Challenges of Big Data	*MITx*
2014	**Stanford University**, Introduction to Databases	*Stanford online*
2013	**University of Pennsylvania**, Maps and the Geospatial Revolution	*Coursera*

Interests

Sports and outdoor activities	I practice cycling, martial arts, running and walking
Family time	Cooking, housekeeping and playing with my little relatives
Personal development	E-learning, reading about economics, latest technology advances or working on projects