WISSAM EZZEDINE

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PROFESSIONAL SUMMARY

Data analyst with a Concordia BCom in Business Technology Management (Data Intelligence minor) and an MSc in Business Analytics & Data Science at IE Madrid, Class of 2027.
Three internships and four end-to-end case studies delivered 40% faster reporting, 21% YoY engagement growth, and a 9% promo sales lift; also shipped Lucent, a screen-time coaching iOS app, solo from design through backend.

EDUCATION

IE BUSINESS SCHOOL — **Madrid, Spain**
Master's in Business Analytics & Data Science — **September 2026 - 2027 (expected)**

CONCORDIA UNIVERSITY — **Montreal, QC**
BCom, Business Technology Management · Minor in Data Intelligence — **June 2026**

PROFESSIONAL EXPERIENCE

Toters Delivery — **Beirut, Lebanon**
Project Management Intern — **July 2024 - August 2024**

- Ran a digital voucher project end-to-end; launched 6 weekly promos on schedule (+9% promo sales over 6 weeks, −25% manual checking time).
- Coordinated Marketing, Support, and Operations; cleared 35 tickets at a 1-day average turnaround.

Workden — **Montreal, QC**
Digital Marketing Analyst — **November 2022 - November 2023**

- Planned and shipped 34 campaigns; +21% engagement YoY; raised click-through from 2.1% to 3.0% in 10 weeks with weekly reporting.
- Built a monthly cross-channel performance dashboard in Power BI to track campaign ROI, presented weekly to the marketing team.

CMA-CGM Group — **Beirut, Lebanon**
Data Analysis Intern — **June 2022 - August 2022**

- Consolidated 5 data sources into one model and built 10 dashboards (−40% weekly report-prep time).
- Automated 2 recurring Excel workflows; cut manual error rate from 6% to 3%.

SELECTED PROJECTS

- **Olist Review Risk** - *Python · Streamlit · LightGBM · live app · GitHub*.
  End-to-end review-risk dashboard on 94K orders across 6 relational tables; nine sections from KPIs to a live-prediction widget.
  LightGBM classifier with ROC/confusion-matrix evaluation; delivery delay dominates - orders 7+ days late hit a 79.8% bad-review rate vs. 8.9% for early ones. Validated with a two-proportion z-test and VADER sentiment analysis.
- **Europe's Top 5 Leagues** - *Tableau · Python · REST API · live · GitHub*.
  Extracted a full 2023/24 season for Europe's top five leagues via the Football-Data.org API; reshaped in pandas into a team-match model and built a 3-page interactive Tableau dashboard, published live.
- **Madrid Airbnb** - *SQL · DuckDB · GitHub*.
  SQL deep-dive on 23K listings and 8.4M calendar rows using CTE and window functions (NTILE, RANK); found top 10% of hosts control 53.3% of listings - a market-concentration signal for regulators.
- **Cars 2025** - *Python · pandas · seaborn · Kaggle · GitHub*.
  Full EDA and feature engineering on 2025 car market; found fuel type explains acceleration spread more cleanly than brand, an input for pricing and segmentation.

SKILLS

Languages: Python, SQL, Java, C#, SAS.
Data & ML: pandas, NumPy, scikit-learn, LightGBM, predictive modeling, A/B & hypothesis testing, data cleaning, seaborn, matplotlib.
BI & Visualization: Tableau, Power BI, Excel, KPI dashboards.
Tools: Git, Jupyter, Streamlit, DuckDB, SAP.
Spoken: French, English, Arabic; Spanish (A1, learning).

ADDITIONAL INFORMATION

- **Portfolio:** wissam-ezzedine.netlify.app — live case studies, interactive dashboards, and the Lucent app build.

CERTIFICATIONS

- Data Analyst Associate & Python Data Associate, **DataCamp** · LLM Engineering (AI, LLM & Agents), **Udemy, 2025** · J.P. Morgan Quantitative Research Job Simulation, **Forage**.