

# Marc Bouché

Data Analyst

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📍 Berlin

🔗 Portfolio Tableau (link)

🔗 Portfolio Github (link)

🌐 LinkedIn (link)



## PROFILE

Recent Data Analyst graduate with hands-on experience in Python, SQL, Tableau, and machine learning. Strong problem-solving abilities and expertise in analyzing large datasets. A background in sports provides a unique perspective to data analysis, decision-making, and strategic thinking.

## SKILLS

Python

SQL

Data Visualization (Tableau)

Statistical Analysis

Machine Learning

Business Intelligence tools

Data Cleaning & Wrangling

A/B Testing

## PROFESSIONAL EXPERIENCE

2022 – 2024

Austin, USA

### International Metadata Analyst

Apple

- Collaborated with a global team of 25 language specialists across Europe, Tokyo, and Austin, streamlining workflows through data-driven process improvements.
- Designed and implemented training modules for 10 new team members, enhancing onboarding efficiency and knowledge transfer.
- Analyzed and resolved up to 50 metadata issues daily with 99.5% accuracy, using trend analysis to prioritize and address recurring problems.
- Monitored and evaluated metadata trends across French, Spanish, and English-speaking markets, leveraging insights to ensure market-specific content relevance.
- Identified and reported recurring issue patterns for 29 MLS teams on the Apple TV app, delivering actionable insights that improved metadata accuracy and consistency.

2018 – 2019

Copenhagen, Denmark

### Sport Director Assistant

Wolfpack Basketball & Business

- Managed logistics for international tournaments, including the Holland Nordic and World Club Basketball Tournament, ensuring seamless event execution through data-driven scheduling and resource allocation.
- Analyzed financial data to plan budgets, track expenses, and ensure cost-efficient operations.
- Streamlined travel and scheduling processes for teams and volunteers, enhancing operational efficiency.

## PROJECTS

### Boston Marathon Performance Analysis (12/2024)

Visualization in Tableau

- Analyzed 75000 Boston Marathon performance data entries, uncovering trends in pacing strategies, checkpoint drop-off, and demographic factors. Developed predictive models and actionable training insights to optimize runner performance.

### Financial Performance Analysis (12/2024)

- Analyzed BigQuery Fintech dataset using Python, SQL and Tableau to uncover trends in loan performance and customer demographics.
- Validated hypotheses on default risks, repayment rates by region, and loan purpose to optimize loan offerings and risk management.

### Customer Personality Analysis (11/2024)

- Conducted SQL-based analysis of customer demographics, purchase behavior, and preferences to identify key segments.
- Validated hypotheses on customer purchasing habits and recency effects to recommend targeted marketing strategies.

### Predicting Tomorrow's Rain in Australia: A Supervised Learning Approach (11/2024)

- Developed a supervised learning model to predict next-day rainfall in Australia with 86.35% accuracy using a Random Forest classifier. Leveraged data preprocessing, feature engineering, and hyperparameter tuning to optimize performance.

### Vanguard Customer Experience: A/B Testing on Digital Experiment (10/2024)

- Conducted A/B testing to evaluate the impact of UI improvements and in-context prompts on client process completion. Analyzed data using EDA and inferential statistics, visualized results in Tableau, and delivered actionable insights.



Cinematic Insights (10/2024) [🔗](#)

- Analyzed 10,000+ movies using OMDB API to identify trends in genre, actors, and runtime for predicting box office success. Cleaned and preprocessed data, uncovering actionable insights to optimize movie release strategies.

EDUCATION

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2024/09 – 2024/12  
Berlin, Germany

**Data Analysis**

*Ironhack* [🔗](#)

11-week data analytics bootcamp focused on real-world applications of Python, SQL, Machine Learning and Tableau. Developed expertise in data manipulation, visualization, and storytelling, delivering actionable insights through hands-on projects and statistical analysis.

2012 – 2018  
Bordeaux, France

**Master's Degree in Sport Management**

*Université de Bordeaux* [🔗](#)