Ayoub EL ASRI

Diplomas and Training

"Master's Degree | Applied Economics"   *2021-2023*
University of Lille   *Lille, France*

State Engineer | Agronomy "Economics and Management"   *2015-2021*
IAV Hassan II   *Rabat, Maroc*

Bachelor's Degree | Mathematics and Sciences A   *2014-2015*
                                                    Maroc

Professional Experience

Business Analyste   *Fev-Aout 2023*
  ADEO Services   *Lille, France*
- Collect and ensure the quality and reliability of data.
- Create and design dashboards.
- Market trend analysis.
- Contribution to the development of financial models and project profitability assessment.
- Facilitation of the team's Agile rituals (Daily meetings).

Research analyste en agriculture   *Mai-Aout 2022*
  INRAE   *Avignon, France*
- Utilize statistical tools to analyze agricultural data.
- Identify areas with high agricultural potential and economic development opportunities.
- Assess the impact of agroclimatic zoning on yields, economic profitability, and the sustainability of agricultural practices.
- Use economic models to estimate the costs and benefits of agroclimatic zoning.

Agro-economist   *Fév-Juil 2021*
  UM6P   *Benguerir, Morocco*
- Conduct surveys.
- Collect, process, and analyze data on the goat milk value chain.
- Evaluate the financial profitability of stakeholders through ROI calculation and cost and revenue analysis.
- Create dashboards with charts and indicators to monitor performance.
- Use financial models to project future financial performance considering various scenarios and strategies.
- Provide strategic recommendations to enhance the value chain.

Professionalization internship   *Sept-Oct 2020*
Ste MAZARIA (Citrus Packing Station)   *Larach,Morocoo*
- Financial analysis of the citrus production system.
- Purchasing and sales management.
- Price analysis.
- Develop and execute sales plans.
- Data visualization and Power BI creation.

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📍 **Lille - France**
📞 **07 66 77 19 56**
in **EL ASRI Ayoub**

Languages

French: Fluent
English: Advanced
Arabic: Native

Skills:

Agronomy: Water Management, Agricultural Project Management, Agricultural Communication, Agricultural Data Analysis, Sustainable Agriculture

Analysis of the Company :
Quantitative Marketing, Performance and Productivity Analysis, Benchmarking, Business Plan Modeling

Data Analysis :
Rstudio , Data Visualization (Power BI), STATA ,Eviews

Office Software: Pack office (Excel, Word, PowerPoint, Access)

Interests

- Climate issues, sustainability, Economics, Agronomy, Business Economic Models
- Social Entrepreneurship: Enactus Morocco Association (2018-2019)
- MOOCs (Fun MOOC, Coursera, edX)