

JALAL KOUAKI

Business & Marketing Student | Data Analytics & Software Development

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I am driven by a simple conviction: the gap between what data says and what people believe is where the most dangerous business decisions are built. What excites me most is closing that gap — whether by building a desktop tool that catches a misstated revenue figure before it reaches the boardroom, or by designing a shipping calculator that helps a small importer keep thousands of dollars from vanishing into logistics waste. I believe that good analysis should feel like a conversation, not a spreadsheet, and I care deeply about making complex data honest, accessible, and actionable. I bring the same curiosity to every project: what is the truth here, and how do we show it clearly?

WORK EXPERIENCE

Retail Operations Intern · Aswak Assalam

1-Month Internship

- Streamlined daily department management by optimizing shelf placement and aisle organization, improving product visibility and reducing restocking time across the store floor.
- Delivered hands-on customer guidance to shoppers, maintaining a consistently welcoming store environment and resolving product inquiries on the spot to support a positive brand experience.
- Operated retail enterprise software to generate accurate price tags and update inventory records in real time, ensuring data integrity between physical stock and the central system.

PROJECTS

Veri-Fact Desktop

· Python · SQL · NLP (spaCy) · Tkinter

A native Windows desktop application that fact-checks numeric claims against real databases, instantly identifying whether figures in reports, emails, or AI-generated summaries are accurate.

- Built a full verification pipeline (NLP → SQL → color-coded verdicts) with exact source-row citations.
- Developed a global number-normalization engine handling 6+ regional conventions to prevent false failures.
- Designed a secure derived-metrics evaluator (AST whitelist) paired with a smart suggestion system that learns metric corrections via fuzzy matching and persistent alias memory.
- Created a responsive batch-processing GUI supporting 5+ file formats (TXT/CSV/XLSX/JSON/LOG), exportable reports, and a two-file comparison tool that flags changed/disappearing figures between drafts—all while keeping 100% of data local.

ShipCost Optimizer

· React · TypeScript · Tailwind · Node.js · Express

A production-grade web application for small importers to evaluate shipping modes (LCL vs. FCL) using Economic Order Quantity algorithms and optimize total landed costs including duties and inventory holding.

- Developed the core logistics optimization engine that calculates absolute optimal order quantities using log-spaced resolution, evaluating constraints such as strict container capacities and fixed handling fees.
- Built dynamic scenario management with create/duplicate/persist functionality using React Context and localStorage, allowing users to compare multiple shipping configurations side by side.
- Created interactive analytics with Recharts-powered visualizations: total cost curves and stacked freight vs. holding cost comparisons to support data-driven logistics decisions.
- Implemented one-click export of executive-ready PDF summaries and detailed CSV datasets for stakeholder presentations.

EDUCATION

Bachelor's in Business & Marketing

Currently Pursuing

Baccalaureate in Economic Sciences

Graduated June 2024

TECHNICAL SKILLS

PROGRAMMING

Python, TypeScript, JavaScript, SQL, HTML/CSS, Tkinter, Streamlit

DATABASES

SQLite, PostgreSQL, MySQL, Microsoft SQL Server

NETWORKING & SECURITY

Cisco Packet Tracer, Wireshark, Nmap, Linux, Windows, Cybersecurity Fundamentals

INDUSTRY JOB SIMULATIONS (FORAGE)

Global Markets Sales & Trading (Bank of America), Advanced Software Engineering (Walmart USA), AI in Action (Vista Equity Partners), M&A for AI Innovation (DLA Piper), Cybersecurity (Mastercard), Project Manager (Siemens Mobility)

FRAMEWORKS & LIBRARIES

React 19, Next.js 16, Tailwind CSS v4, Node.js, Express.js, Pandas, NumPy, Plotly, Recharts

DATA & AI

NLP (spaCy), Power BI, Data Analytics, Machine Learning, Prompt Engineering, EOQ Optimization

TOOLS & PLATFORMS

Git, VS Code, Vite, Lucide React, shadcn/ui, npm, pnpm

CORE COMPETENCIES

ANALYTICAL

Data Analysis, Quantitative Research, Fact Verification, Financial Modeling, Business Intelligence, Statistical Reasoning

COMMUNICATION

Technical Writing, Business Analysis, Cross-Cultural Communication, Stakeholder Presentations

TECHNICAL EXECUTION

Full-Stack Development, Database Design, API Development, Workflow Automation, ETL Pipelines

PROFESSIONAL

Problem-Solving, Team Collaboration, Time Management, Self-Directed Learning, Adaptability

LANGUAGES

English

Fluent (EF SET C2 Certified)

Arabic

Fluent

French

Intermediate

CERTIFICATIONS

EF SET English (C2) — EF SET

Excel 365 — Advanced — DisasterReady

Secure Data Access in Power BI — Microsoft

AI Security — Securiti AI

Azure AI Essentials: ML on Azure — LinkedIn

Encoder-Decoder Architecture — Google
Cloud Skills Boost

ML Crash Course: Production ML Systems —
Google Developer

AI for Business Professionals — HP LIFE

Data Analytics Essentials — Cisco

API Testing in Python — Applitools

Python for Test Automation — Applitools

Python Essentials 1 & 2 — Cisco

Networking Devices and Initial Configuration
— Cisco

GDPR Understanding and Applying Rules —
Brevo

Ethical Hacker — Cisco

Security and Connectivity Support — Cisco

Digital Awareness — Cisco Networking
Academy

Cyber Threat Management — Cisco
Networking Academy

Marketing Automation — Brevo

Social Media Research — Totem Project

Business Communications — HP LIFE

Linux Essentials — Cisco

Word 365 — Advanced — DisasterReady

ML Crash Course: Large Language Models —
Google Developer

PrivacyOps — Securiti AI

Databricks for Machine Learning —
Databricks

ML Crash Course: Fairness — Google
Developer

AI Fluency Framework & Foundations —
Anthropic

1 Million Prompters (Prompt Engineering) —
Dubai Future Foundation

Create Dashboard Using Power BI —
Microsoft

WinAppDriver — Applitools

Data Science Essentials with Python — Cisco

Linux on IBM LinuxONE Intermediate — IBM

Coding Discovery — Code212

Data Science & Analytics — HP LIFE

Operating Systems Basics — Cisco

Networking Basics — Cisco

IT Customer Support Basics — Cisco
Networking Academy

Introduction to GHG Accounting for IT —
Cisco Networking Academy

Email Marketing — Brevo Academy

Social Media Marketing — HP LIFE

English for IT 1 & 2 — Cisco