

# Adem Khelifi

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## Education

### Washington and Lee University

Lexington, VA

*Bachelor of Science in Mathematics, Minors in Computer Science and Data Science*

*Class of 2027*

- GPA: 3.8; International Student Grant, KL-YES Scholarship
- Relevant Courses: Business Analytics, Data Visualization, Software Development
- Activities: Club Soccer President, Gen-Tech Team Leader, Math and French Tutor, Diversified Capitol Group

## Relevant Experience

### Data Analyst

Bizerta, Tunisia

*Bizerta Top Travel*

June 2025 – August 2025

- Used SQL and Alteryx to clean and analyze booking data from last 5 years, identifying high-engagement customer groups that boosted campaign response rates by 25%.
- Examined booking trends and seasonal travel patterns with Tableau to understand customer preferences, helping shape pricing and promotion strategies that increased revenue by 10%.
- Automated recurring reports with Alteryx workflows, reducing manual reporting time by 20% and freeing up the team to focus on strategy.
- Communicated the insights I derived from the data with the marketing team using visualizations made by Power BI to improve the agency's marketing campaigns and customer retention.
- Used HubSpot to track communication history and follow-ups, supporting personalized outreach to increase customer engagement and retention.

### Research Assistant

Lexington, VA

*Washington and Lee University, Business Administration Department*

September 2024 – June 2025

- Worked with Professor Elizabeth Gilbert on investigating the factors behind Students' major choices by collecting previous data and launching surveys, then cleaning the data using Alteryx tools.
- Conducted Statistical Analysis on student survey data to identify factors influencing college major selection using regression analysis, hypothesis testing, and multicollinearity testing to determine significant predictors such as career outlook, personal interest, gender, and parental influence.

### Summer Research Scholar

Lexington, VA

*Washington and Lee University, Data Science Department*

June 2024 – August 2024

- Created an app to help students learn languages more efficiently by fine-tuning an LLM using Transformers library in python and made a chatbot that is specific to Washington and Lee University students. Then, I integrated APIs in the app to enhance interactivity and improve student experience. I deployed the model online using Flask and Vercel.
- Co-developed a course syllabus designed to equip non-technical students with practical tech knowledge and communication skills for cross-functional collaboration; 88% of students in the class reported in a survey that they felt confident applying these skills in a real- world professional setting.

## Skills, Honors, and Interests

Skills: Proficient in Python, Alteryx, Tableau, Power BI, SQL, Excel, Flask

Languages: English (fluent), Arabic (fluent), French (fluent), Spanish (intermediate)

Honors: Omicron Delta Kappa Honor Society

Interests: Soccer, water caving, horse-riding, skiing