

# Faadil Boussari

## Business Performance & Customer Insights Analyst

MBA Business Analytics | KPI Reporting | Voice of Customer | Service Performance | Power BI | SQL | Python | AI-Assisted Analytics

Gatineau / Ottawa, Canada | bfaadil@gmail.com | Bilingual: French & English

### Professional Summary

Bilingual Business Performance & Customer Insights Analyst with an MBA in Business Analytics and experience turning operational, customer, and financial data into actionable insights. Skilled in KPI reporting, Voice of Customer programs, service performance analysis, executive reporting, Power BI, Excel, SQL, Python, and AI-assisted workflows. Experienced in public-sector, transportation, customer service, digital transformation, and business performance environments.

Combines analytical rigor, stakeholder communication, and practical AI-enabled workflow experience to help organizations improve decision-making, service quality, and operational performance.

### Core Strengths

Business performance analysis  
Voice of Customer: NPS, CSAT, CES  
Operational performance and trend analysis  
Power BI, Excel, SQL, Python, SAS  
Stakeholder reporting and decision support

Public-sector and service transformation experience

KPI reporting and executive dashboards  
Customer and service experience analytics  
Revenue, cost, margin, and scenario analysis  
Survey analysis, segmentation, and feedback reporting  
AI-assisted analytics, workflow documentation, and auditability

Digital adoption and business process analysis

### Professional Experience

#### Marketing & Business Performance Analyst

*Société de transport de l'Ontario*

**May 2025 – Present**

*Gatineau, Canada*

- Analyzed business performance, ridership, customer experience, and operational data to support planning, reporting, and service improvement decisions.
- Developed KPI reporting and executive summaries covering customer satisfaction, service experience, revenue performance, operational trends, and strategic priorities.
- Supported Voice of Customer initiatives using satisfaction indicators, NPS, CSAT, CES, survey results, customer profiles, and qualitative feedback.
- Contributed to customer experience reporting, including segmentation by service type, customer group, journey stage, and feedback theme.
- Built analyses comparing revenue, cost, margin, and performance scenarios to support management decision-making.
- Analyzed event ridership and service usage patterns using historical baselines and time-based comparisons.
- Helped structure continuous feedback mechanisms, including QR-based survey access and customer feedback routing.
- Prepared clear reports and presentations for internal stakeholders, translating data into practical recommendations.

**Selected results:** Supported Voice of Customer work where satisfaction improved from **63% to 80%** and NPS moved from **-12 to +23**. Analyzed business scenarios covering revenue, cost, margin, and performance ratios. Produced customer and service performance insights using survey, operational, and financial data.

#### Business Analyst

*Canada Revenue Agency*

**Apr 2023 – Sep 2024**

*Canada*

- Supported business analysis, reporting, and process improvement work across multiple operational teams.
- Developed dashboards, reports, and analytical summaries to monitor workload, trends, variances, and team performance.
- Improved recurring reporting structures and automated repetitive tasks to reduce manual reporting effort.
- Worked in Agile environments with cross-functional stakeholders to clarify requirements, document needs, and support operational decisions.
- Used Excel, Power BI, SAS, and analytical tools to transform data into usable insights for team leads and decision-makers.

#### Analyst

*Life Works*

**Jan 2023 – Apr 2023**

*Canada*

- Worked with pension and client data to support data quality, reporting, and operational analysis.
- Performed data profiling, cleaning, validation, and reconciliation using Excel, SQL, and Python.
- Contributed to process automation and improved data preparation workflows.

- Supported SMEs through digital adoption diagnostics and business needs assessments.
- Analyzed digital maturity, operational gaps, and improvement opportunities.
- Prepared recommendations to help businesses improve digital tools, online presence, and operational efficiency.

## Selected Projects

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### Voice of Customer Program

Designed and supported customer feedback analysis using satisfaction surveys, NPS, CSAT, CES, customer segmentation, and qualitative feedback. Produced insights and recommendations to improve service quality, customer experience, and executive reporting.

### Service & Transport Performance Analysis

Analyzed ridership, customer experience, operational performance, and revenue-related indicators to support decision-making in a public transportation context. Built comparisons using historical baselines, service usage patterns, and performance scenarios.

### Matchday Pulse – AI-Assisted Fraud Investigation

Built an AI-assisted investigation project using Google ADK, Gemini, Vertex AI, MongoDB Atlas, and Cloud Run. Analyzed **5,000 transactions**, identified a suspicious decline pattern, narrowed the issue to **214 of 222 declined transactions**, detected a 30-minute attack window, and produced an operational recommendation.

### AI-Assisted Decision Workflows

Developed and tested structured workflows using AI tools to improve analysis, documentation, validation, and decision traceability. Applied principles of auditability, evidence tracking, and reproducible workflow design.

## Education

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**Master of Business Administration – Business Analytics**

Université Laval, Canada

**Bachelor of Business Administration – Finance**

Université du Québec en Outaouais, Canada

## Certifications

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Anaconda Python for Data Science Professional Certificate

Corporate Finance Foundations Professional Certificate – Corporate Finance Institute

## Technical Skills

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**Analytics & BI:** Power BI, Excel, SQL, Python, SAS

**Reporting:** KPI dashboards, executive summaries, performance reports, survey reporting

**Customer Insights:** NPS, CSAT, CES, Voice of Customer, segmentation, feedback analysis

**Business Analysis:** requirements, process analysis, stakeholder communication, Agile

**AI & Automation:** Claude, Gemini, AI-assisted workflows, documentation, validation, Cloud Run, MongoDB Atlas

## Languages

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French – Fluent | English – Professional / Bilingual working proficiency