Product Owner

OMRAN HARIRI

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Saida, Lebanon

Skills

- SQL (Microsoft SQL Server, MySQL)
- Excel (Data cleaning, Pivot Tables, & Dashboards)
- R for Statistics
- Analytics tools (Hotjar, Mixpanel)
- Microsoft Power BI (Data Transformation, Dax)
- Experienced in Jira, Confluence, and HubSpot
- Documentation and Benchmarking

Projects

Predictive Modeling for House Prices Using R– Personal Project   November 2024

- Preprocessed data with duplicate detection, outlier removal, and descriptive statistics.
- Developed a multiple linear regression model for house price prediction, ensuring key assumptions.
- Evaluated model performance using adjusted R-squared, MAPE, MAE, and RMSE.

Smart Home Adoption Analytics Project – Client Project   October 2024

- Used **Power BI** to transform and visualize survey data, revealing that 68% believe smart homes enhance daily life and 61% are unaware of the technology.
- Identified user-friendliness as a key motivator for adoption, with many respondents favoring a simple setup process.
- Examined barriers to adoption, noting concerns about data privacy and internet reliability.

COVID Analysis: Vaccinations & Deaths– Personal Project   November 2023

- Conducted in-depth analysis of COVID vaccination and death data sets using **Microsoft SQL Server**.
- Employed SQL queries to explore, clean, and extract meaningful insights from the datasets.

Work Experience

Product Owner – Lexzur – Dubai   January 2025 – Present

- Defined and prioritized the product backlog, ensuring alignment with business goals and stakeholder needs.
- Continuously analyzed market trends, competitor strategies, and benchmarks to identify opportunities for product enhancement.
- Collaborated with cross-functional teams to translate high-level requirements into detailed user stories and acceptance criteria.

Customer Success Officer – Lexzur – Dubai   March 2023 – December 2024

- Delivered onsite support to high profile governmental entities, including the Royal Commission for AlUla.
- Gathered and analyzed business requirements to implement innovative BI tools, driving informed decision-making for clients.
- Provided tailored onboarding and leveraged various tools to boost client satisfaction and optimize software adoption.
- Conducted comprehensive training sessions to empower clients with effective usage of Lexzur software.

Sales Associate – Verve Shops – Lebanon   November 2021 - January 2023

- Ensured high levels of customer satisfaction through excellent sales service.
- Recommended related products to increase customers' options and enrich the shopping experience.
- Operated cash registers and managed financial transactions.

Education

- Master of Science in Business Analytics – **American University of Beirut** – Lebanon   August 2024 - Present
- Bachelor of Business Administration – **Rafik Hariri University** – Lebanon   September 2020 – May 2023
  - **Major**: Human Resources Management – CGPA: 3.75
  - **Minor**: Data Analysis – CGPA: 3.4

Other

Languages: Arabic (Native), English (Fluent)

Certifications: Google Data Analytics Program, Google Advanced Data Analytics, and Power BI Data Analyst Associate Cert Prep.