

Laith Barakat

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Skilled business and data analyst with an MS in Business Analytics and 3 years of professional experience. Harnesses a unique blend of both technical skills and critical thinking to introduce data-driven, actionable outcomes across functional groups. Passionate about continuing to leverage business intelligence concepts and data modeling and wrangling to supercharge growth in organizations and assist executives in developing strategies for businesses.

WORK EXPERIENCE

Riverside Insights, Chicago, IL

Strategic Finance Officer – Digital Transformation

January 2021 – Present

- Developed 15+ SQL-based Snowflake data views to catalyze a data platform and democratize data company-wide
- Structured and proposed 2022 Digital vertical expense budget (\$16mm) with prioritized investment cases
- Piloted finance automation using Snowflake and Microsoft PowerQuery for expense tracking (\$12mm)
- Modernized Customer Experience operational metrics with focus on real-time reporting and Tableau dashboards

Strategic Finance Analyst

June 2020 – December 2020

- Spearheaded pricing & discounting adjustments to generate a \$500k EBITDA upside per year
- Introduced a “back-to-school” Tableau dashboard for Product Marketing executives analyzing 5 key initiatives
- Formalized product income statements for 3 products with advisory on product growth/margin strategies

Kroger, Cincinnati, OH | *Digital Product Management Intern*

May 2019 – August 2019

- Created digital retention & household spend growth strategies, evaluating lifetime values for 15m customers
- Stratified customer lifetime values across tranches of shopper loyalty (\$4.6b total lifetime value calculated)
- Delivered authentication and profile account services strategies through WISE-level competitive analysis

AMEND Consulting, Cincinnati, OH | *Management Consulting Analyst*

January 2017 – August 2018

Project Work (totaling 3 co-op semester rotations, 8 clients, and \$100,000+ in billing for AMEND):

Diversified Building Products Manufacturer – Investor Group Buyout Diligence Assessment

- Advised for 15% YOY EBITDA growth to investors and management in 3 – 5-year operations plan
- Established report and discussion for organization’s core weaknesses and opportunities with transaction team

Chemical Company – Sales Dashboard

- Calculated margins/performance on \$100m of sales, harnessing Salesforce to develop KPI dashboards for sales VP

Pharmaceutical Company – Packaging Industrial Engineering and Operational Efficiency

- Increased throughput capacity 18% from line staffing adjustments, offsetting FDA-mandated serialization hurdles
- Generated a \$50k metrics innovation proposal on AMEND’s behalf, acting in the Project Leader role

Energy & Fabrication Company – Functional Group Insight Dashboards & Overhead Account Reduction

- Produced real-time PowerBI dashboards to monitor overhead, sales, and quality alongside department leaders
- Implemented \$180k yearly cost savings plan with executive leadership on \$2m yearly overhead account

EDUCATION

University of Cincinnati, Cincinnati, OH | *Carl H. Lindner College of Business*

Master of Science, Business Analytics | BBA, Operations Management

Graduated May 2020

- Graduate GPA: 3.82, Undergraduate GPA: 3.79 | Full academic scholarship in rigorous five-year honors program

Data Analytics Capstone Thesis – Presidential Election Statistical Modeling

January 2020 – April 2020

- Determined viable logistic regression models for county-level “party flipping” predictions of 2016 election

Management Consulting Capstone Project – Biomedical Device Cost Benefit Analysis

January 2019 – April 2019

- Built cost-benefit analysis for biomedical startup with projected \$1.1b stakeholder benefit upon go-to-market

TECHNICAL SKILLS

Tableau/Microsoft PowerBI (Business Intelligence)

SQL (Database Design, Advanced Querying)

R, RStudio (Statistical Analysis, Machine Learning)

Agile/Scrum/OKR Methodologies