

EMPLOYMENT

JAN 2020 - PRESENT Independent Analytics Strategist & Consultant LEBANON	Building advanced analytics solutions for clients with an emphasis on measurable impact. Client industries mostly in retail, food and beverage, and non-profit. Projects include customer journey analytics, life-cycle management, setting up data science tools and experimentation framework, anomaly detection, demand forecasting, among many other. Typical engagement includes discussing strategic approaches to analytical problems, associated costs and trade-offs, presenting recommendations to client management, and implementation in collaboration with client team.
OCT 2020 - FEB 2021 Senior Economist (Volunteer) UNDP LEBANON	Part of the economic support team guiding the UNDP Country Office programmes and interventions. Work spanned wide area of initiatives including carrying out impact assessments, providing implementation support, quantifying impact of import subsidy removal, performing advocacy, and supporting central and local governments in responding the ongoing multi-layered crises.
NOV 2018 - NOV 2019 Head of Data Science NUCLEUS LEBANON	Founded the Data Science department, and handled all advanced analytics solutions for a digital media startup. Played a major role in setting strategic direction as well as pitching to clients in the GCC, including major banks, telecoms, and governmental institutions.
OCT 2015 - SEPT 2018 Data Analytics Manager NATIONAL BANK OF KUWAIT KUWAIT	Delivered data science solutions to achieve the bank's strategic objectives. Implemented projects involving customer segmentation, predicting attrition, journey mapping, merchants and payment analytics, ensemble methods to predict customer travel patterns, among others. Mentored junior Data Analytics and MIS team members. <i>Received 'I AM NBK' award twice for team work & excellence</i>
SEPT 2013 - OCT 2015 Senior Analyst - Data Analytics NATIONAL BANK OF KUWAIT KUWAIT	Addressed retail banking needs through advanced analytics: translated business issues into quantifiable deliverables, built complex statistical models, and communicated results to non-technical stakeholders through storytelling with data.
MAY 2011 - SEPT 2013 Assistant Economist NATIONAL BANK OF KUWAIT KUWAIT	Produced economic analysis, reports, and forecasts for the bank's senior management. Published economic briefs both online and in regional media outlets. Covered specific sectors as well as macroeconomic issues across Kuwait, GCC, and the MENA region. <i>Honored with 'Employee of the Quarter' award.</i>
AUG 2010 - MAY 2011 Market Research Analyst CSS PROVIDERS LEBANON	Worked as a lead data analyst and field coordinator. Delivered deeply analytical market studies to help clients reach strategic decisions within their respective companies and industries.
JUN 2009 - AUG 2009 Field Researcher UNIVERSITY OF SAN FRANCISCO THAILAND	Conducted field research in rural southern Thailand to understand the change in economic decision-making among natural disaster victims. <i>Field work results used in Master's thesis.</i>

Bassel Zinaty

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Lebanese national. Residency in Kuwait.

EDUCATION

2008 - 2010	MA, International and Development Economics
UNIVERSITY OF SAN FRANCISCO CA, USA	Thesis title: <i>Risk Aversion in Post-Tsunami Thailand: Experimental Evidence</i>
2004 - 2008	BA, Economics
AMERICAN UNIVERSITY OF BEIRUT LEBANON	

ONLINE COURSEWORK

MAY 2020	Executive Data Science - Intensive data science leadership program offered by Johns Hopkins University through Coursera.org
APR 2020	Data Scientist with R - Career track (22 courses) by DataCamp.com
APR 2020	Analyzing and Visualizing Data with Power BI - Microsoft
OCT 2017	Problem Solving with Advanced Analytics - Udacity.com
DEC 2014	Reproducible Research - Johns Hopkins University (Coursera.org)
AUG 2014	The Data Scientist's Toolbox - Johns Hopkins University (Coursera.org)
JAN 2014	Markets with Friction - University of Wisconsin-Madison (Coursera.org)
MAR 2013	Model Thinking - University of Michigan (Coursera.org)
MAR 2013	Game Theory - Stanford University (Coursera.org)

TRAINING

JUN 2018	Analytics Storytelling for Impact - 4-week course by Microsoft
MAR 2018	VISA First - 5-day workshop by Visa Business School
OCT 2015 - APR 2016	NBK High Fliers. Program aimed towards high-potential future leaders of NBK, in collaboration with the <i>Olayan School of Business, American University of Beirut</i>
JUN 2014	Applied Analytics Using SAS Enterprise Miner - 3-day lab training by SAS
JUN 2014	SAS Visual Analytics Fast Track - 3-day lab training by SAS
FEB 2014	SAS Enterprise Guide 1 - Querying and Reporting - 2-day lab training by SAS
NOV 2013	Economic Report Writing Skills - 2-day training by DC Gardner

SKILLS

Job Related:

Communicating technical concepts
in plain language
Predictive modeling & data mining
Economic research & data analysis
Econometric modeling & forecasting

Software:

MS Excel
MS Power BI
Tableau
SAS {Enterprise Miner,
Guide, Visual Analytics}

R (*R-Studio*)
Stata
Alteryx
E-Views
SPSS

Languages:

English
Arabic