Mohamad Lababidi

Business Intelligence Analyst

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Work Experience

UBSA Pharma Industries **Tripoli, Lebanon**
Data Officer / Assistant Production Manager Intern **Sep 2025 – Dec 2025**

- Supported and enhanced the integration of production and reporting systems using Power BI, Excel, streamlining workflows and boosting data visibility and accessibility by 30%.
- Optimized the preparation of operational and SOP reports, improving overall reporting accuracy by 35%.
- Collected, validated, and analyzed over 1,000 production and performance data points, delivering actionable insights that enabled data-driven decisions.
- Ensured data integrity through meticulous SharePoint database maintenance, maintaining 99% record accuracy.
- Partnered cross-functionally with IT and Operations teams to identify and resolve 15+ system integration and workflow bottlenecks, improving process efficiency by 25%.

CMA CGM – CMA Beirut Terminal **Beirut, Lebanon**
Business Intelligence Analyst Intern **Feb 2025 – Apr 2025**
Data Engineer Intern **Jan 2025 – Feb 2025**

- Engineered automated data pipelines for 4 terminals (Beirut, Tripoli, Latakia, Iraq) using SharePoint Online, Power Query and Excel connectors.
- Designed and deployed interactive business intelligence (BI) dashboards in Power BI to track core operational KPIs (PPCH, PPH, GBP, Throughput), cutting manual reporting by 40%.
- Developed and implemented a secure, role-based Power Apps mobile application, centralizing Power BI dashboards for 5 departments and increasing collaboration efficiency by 30%.
- Automated data refresh and notifications via 4 Power Automate workflows, enabling faster data retrieval speeds by 25% and supporting data-driven decisions.
- Partnered with executives to align dashboards with business objectives, raising reporting accuracy by 25% and reducing decision-making cycles from weekly to daily.

Bright Champs Ed-Tech Company **Remote**
Coding Instructor **Aug 2024 – Oct 2024**

- Designed and launched a project-based coding curriculum for 50+ students, achieving a 90% course completion rate and an 85% average on final project scores.
- Analyzed student coding error data to identify the three biggest causes of crashes, leading to targeted curriculum adjustments that improved overall student project success rates.
- Employed data analysis techniques in Python to identify correlations between lesson content and student engagement levels, resulting in a 7% improvement in overall student performance.

Projects

Ecommerce End-to-End Data Engineering & Analytics Pipeline (Python, PostgreSQL, Airflow, Power BI) **Jan 2026**

- Engineered an automated end-to-end ETL pipeline using Python, PostgreSQL, and Apache Airflow, processing 10,000+ ecommerce records and reducing manual data preparation time by 70%.
- Designed and implemented relational data models and normalized schemas in PostgreSQL, improving query performance by 40% and enabling structured analytics across 5+ core business datasets.
- Developed interactive Power BI dashboards to track 8+ key KPIs (revenue, orders, customers), cutting reporting effort by 60% and delivering real-time insights for faster decision-making.

Streaming Analytics and User Behavior Intelligence Dashboard (Qlik Sense & Excel) **Dec 2025**

- Designed and implemented a scalable star schema data model in Qlik Sense integrating 4 dimension tables and 1 fact table, processing 100K+ streaming records to enable structured analytical reporting.
- Developed 3 interactive dashboards with 12+ dynamic KPIs (Retention Rate, MoM/YoY trends, Completion %, Top Genres) using advanced Set Analysis and time intelligence calculations.
- Engineered and optimized ETL workflows in Qlik Data Load Editor, eliminating 100% of synthetic keys, reducing data load time by 35%, and improving overall dashboard performance efficiency.

BTC vs ETH Comparative Analysis & Forecasting (Python, ARIMA/SARIMAX/Linear Regression, Power BI) **Nov 2025**

- Analyzed 7 years (2018–2025) of BTC and ETH data to uncover relationships between price, volatility, and macroeconomic factors like inflation, exchange rate, and interest rate.
- Built and optimized ARIMA, SARIMAX, and Linear Regression models in Python, achieving a 17% improvement in forecast accuracy and revealing strong demand-driven price elasticity.
- Developed interactive Power BI dashboards and Excel visualizations, improving data interpretability by 30% and enabling faster trend identification across 5 key crypto and macroeconomic indicators.

Face Mask Detection Using Deep Learning (Python, Pytorch, TensorFlow) **Apr 2025**

- Optimized the face-mask detection model architecture using deep convolutional neural networks in PyTorch and TensorFlow, improving inference time by 20% and reducing model latency by ~20 ms on resource-constrained devices.
- Developed a real-time face mask detection system achieving 98.5% classification accuracy, capable of processing 30 FPS on a standard laptop CPU using OpenCV integration.
- Reduced overall model size by 60% through model pruning and quantization while maintaining high performance, evaluated using Precision, Recall, and F1-Score metrics.

Education

Saint Joseph University of Beirut **Tripoli, Lebanon**
Bachelor of Mathematics, Option: Data Science **Sep 2022 – Jul 2025**

- Cumulative GPA: 3.04/4.0

Certifications

- **Getting Started in Qlik Sense – Alison** **Nov 2025**
- **Associate Data Scientist Certification (Python) – DataCamp** **Nov 2025**
- **Data Engineer Certification (Python, SQL) – DataCamp** **Oct 2025**
- **Associate Data Engineer in Snowflake – DataCamp** **Sep 2025**
- **Data Analyst Certification (Python, SQL) – DataCamp** **Aug 2025**

Skills

- **Programming Languages:** Python (Pandas, Matplotlib, Seaborn, Scikit-Learn), R, PostgreSQL, C++, MATLAB
- **Business Intelligence (BI):** Power BI, Tableau, Qlik Sense, Excel
- **Web Development:** HTML, CSS**,** JavaScript
- **Cloud & Automation:** Snowflake, Power Apps, Power Automate, Flask
- **Languages:** Arabic (Native), English (Fluent), French (Intermediate)

Volunteering

Muslim Scout Association of Lebanon **Tripoli, Lebanon**
Senior Chief Scout **Jun 2021 – Present**
Junior Chief Scout **Jun 2018 – Jun 2021**
Scout **Mar 2014 – Jun 2018**

- Authored 150+ formal letters and reports, honing expertise in documentation and communication, and coordinated logistics for events, ensuring smooth operations.