

IKRAN ARSHAD

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PROFESSIONAL SUMMARY

I am a results-driven financial professional with a solid foundation in industrial engineering and cross-functional operations. At a top multinational FMCG, I have a demonstrated history of leading digital transformation, automating revenue models, and conducting strategic pricing analyses. My key strength is at streamlining complex financial data and transforming them into actionable commercial insights to support organizational objectives.

EDUCATION

Bilkent University | 2018-2022

BSc. Industrial Engineering

SKILLS

- SQL
- Python
- KPI Tracking
- Advanced Excel
- SAP
- Data Analytics
- Arena
- Xpress Solver
- WordPress
- Variance Analysis
- Financial Modelling
- Executive Reporting
- Business Cases
- Scenario Planning
- Power BI (Data Visualisation)

EXPERIENCE

Assistant Manager, Commercial Finance | 2025-Current British American Tobacco BAT

- Spearheaded the development of a digital transformation project automating a key financial revenue model from Excel to an online database, increasing visibility to stakeholder, and improving agility in scenario planning to align with business needs
- Exercised cross functional management alongside FP&R, Marketing, Trade, and Supply Chain to report and deliver monthly and quarterly NTO targets. Tracked excise and royalty payables monthly to ensure alignment with targets for both Turkey and Northern Cyprus end markets.
- Conducted price and excise impact and sensitivity analyses to drive strategic pricing, evaluating revenue drivers and macroeconomic impacts on profit and cash flow, including the preparation of price strategy and engagement decks for stakeholders and government.
- Oversaw the excise returns process by consolidating and analyzing data for approximately 5,000 SKUs with differing prices, production dates, and excise brackets. Ensured accurate filings resulting in 2.3M GBP in excise recovery for fiscal year 2025.

Global Graduate, Financial Planning and Reporting | 2024-2025 British American Tobacco BAT

- Led budget monitoring and variance analysis for administrative overheads, ensuring strict alignment with financial reporting, and delivered monthly presentations to the Head of Finance.
- Actively supported month, quarter, and year-end closure activities, maintaining oversight of provisions and accruals and bank movements for cash flow statement to ensure timely and accurate financial reporting.

Global Graduate, Operations | 2023-2024 British American Tobacco BAT

- Performed value stream mapping to identify and eliminate an inefficient warehouse, saving £206K in annual spend and contributing to the fiscal year savings target.
- Redesigned leaf planning reports by consolidating complex datasets, automating data validation, and removing redundancies to improve forecast accuracy for stock coverage and reduce yearly workload by 80 days.
- Managed data preparation, performance dashboards, and training analytics for a two-week Integrated Work Systems (IWS) workshop, taking responsibility for budgeting, content development, and guiding coaching sessions
- Delivered a data-driven loss analysis project using module-based performance modeling and sensitivity analyses to identify OEE inefficiencies, supporting global lean manufacturing goals.

Partnerships and Product Intern | 2022 BaKhabar Kissan

- Developed project outlines for ICT Enabled Agriculture Projects under the GSMA Challenge-Driven Innovation fund, which was successfully granted to 11 startups, including BaKhabar Kissan, in collaboration with WeatherWalay.
- Drove process automation for data cleaning and sampling to improve farmer profiling database integrity.
- Created SMS and VMS promotional campaign content, leading to an 80% increase in engagement in one month.

Financial Planning and Analysis Intern | 2022 Alternatif Bank

- Identified financial changes by reporting daily Balance Sheet summaries for the FP&A department.
- Analyzed daily spread changes and assisted the Head of FP&A in the development of the quarterly ALCO.