Scott Dayton '23
Cerberus Capital Management Report Summer 2022

Cerberus Capital Management is a private equity firm specializing in the middle market. At Cerberus, I worked in Cerberus Technology Solutions in its operating platform, leveraging skills in Python, SQL, HTML, JavaScript, and Power BI to perform marketplace research across multiple portfolio companies. I started off by doing broad market research and the way that data gets assimilated into business decisions to highlight consumer behaviors and different operating capabilities. After this, I worked on building a query engine to automate some customer bucketing processes as sales volume increases. Finally, for my final project I built a model that explained how a given portfolio company was successful in its space, providing early indicators for success and failure, which would allow for fact-based, data driven decision making capabilities in optimizing growth marketing spend.