Gamal Mensah

Data Analyst | Strategic Insight & Automation | SQL • Python • Power BI

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# Professional Summary

I turn operational data into insights that drive action, not just observation. With over 10 years of experience in data analysis, I specialize in uncovering trends, improving processes, and enabling strategy through automation and clear storytelling. At PepsiCo, I scaled compliance from 69% to 95% by integrating dashboards, automation, and stakeholder support. I’ve worked across CPG, government, and tech environments, and bring hands-on experience with Power BI, SQL, and Python to every engagement.

# Core Skills

CPG Analytics • POS Data • SQL • Power BI • Python • UiPath RPA • Forecasting • Promotional Analysis • Pricing Accuracy • KPI Automation • Stakeholder Engagement • Cross-functional Reporting • Agile Delivery

# Professional Experience

## Independent Data Analyst | BI & Automation Consultant

Jan 2025 - Present | Greater Toronto Area, Canada

- Conducted root cause analysis across disjointed data sets to improve business visibility and eliminate reporting blind spots.  
- Built SQL-powered reporting tools to support pricing decisions and trade investment evaluation.  
- Developed Power BI dashboards to guide customer strategy and uncover underperforming product segments.  
- Streamlined reporting pipelines using Python and UiPath, saving clients 10+ hours per week.  
- Acted as insights liaison between business and technical teams, improving data trust and communication.

## Senior Transformation Analyst | PepsiCo

Mar 2020 - Jan 2025 | Mississauga, ON

- Raised national Precision Ordering compliance from 69% to 95% across 197 stores by identifying adoption bottlenecks and enabling dashboard-driven solutions.  
- Delivered UiPath automation bots that reduced weekly reporting time by over 10 hours.  
- Supported forecasting integration for handheld demand planning pilots; improved rollout success rate.  
- Partnered with trade, finance, and field teams to enable insights for ad campaigns and product launches.  
- Created SOPs and led enablement training across multiple teams for system and reporting tools.

## IT Analyst - R&D and Product Development | MPAC

Aug 2003 - Mar 2020 | Pickering, ON

- Delivered 300+ SAS and SQL-based analytical products annually for external clients including banks and government.  
- Built campaign forecasting models and revenue analysis tools for property valuation services.  
- Modernized data delivery workflows and B2B integrations; increased delivery accuracy above 96%.  
- Led redesign of portal schema and XML reporting for hospitality and commercial sectors.  
- Mentored analysts and supported Agile product development for new valuation modules.

# Education & Certifications

BrainStation - Data Science Certification (2025)  
Dalhousie University - BA in Economics  
ITI Halifax - Applied Information Technology Diploma  
Toronto Metropolitan University - Business Administration Certificate  
UiPath RPA Developer Foundation  
SAS Certified Base Programmer  
University of Waterloo - Project Management  
FranklinCovey - The 5 Choices (Time Management)

# Key Achievements for Market Insights Analyst at Lactalis

* Delivered measurable improvements to data reporting accuracy.
* Partnered with business teams to define KPIs and reporting standards.
* Implemented dashboards that reduced analysis time by 50%.