

# MOHAMED SHIBAN LAL

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## SUMMARY

Commercial Data Analyst with 5+ years transforming data into business value experienced in delivering automated dashboards, commercial insights, and KPI reporting across retail and finance. Improving operational efficiency 40% time savings and driving data-informed decisions at leadership level. Strong SQL, Python, and Power BI expertise with hands-on experience in EMEA-wide reporting.

## PROFESSIONAL EXPERIENCE

### Data Analyst | Foot Locker EMEA | Sept 2023 - Present | London, UK

- Engineered automated Power BI dashboards for weekly commercial KPIs, eliminating 15+ hours manual work and providing C-suite real-time visibility on regional performance
- Conducted SKU-level sales analysis identifying £2M+ revenue opportunities, enabling data-driven allocation and improving restock accuracy by 10%
- Built EMEA trading dashboards supporting 50+ stores with insights on pricing, planning, and product performance tracking
- Partnered with marketing teams analysing campaign performance, measuring engagement and conversion funnels to optimise targeting strategies
- Delivered weekly executive presentations translating insights into strategic recommendations influencing £10M+ decisions on product mix, markdowns, and allocation
- Developed forecasting models for seasonal demand planning, improving stock availability during peak periods

### Professional Development & Career Transition | Sept 2020 - Sept 2022

- Self-directed learning in Python, SQL, Power BI, Tableau and advanced Excel through online resources
- Skills development led to decision to pursue MSc in Data Science & Analytics (2022-2023)
- Developed data analytics portfolio projects including dashboards and forecasting models

### Tax Analyst | EY Global Delivery Service | Jan 2016 - Sept 2019 | Chennai, IN

- Automated Power BI reporting dashboards covering 100+ global tax submissions, improving transparency and reducing reporting lead time by 30%
- Coordinated compliance delivery across 20+ EMEIA jurisdictions achieving 100% on-time submission rate over 3 consecutive years
- Collaborated with international teams across 15+ countries ensuring GDPR-compliant data handling
- Standardised operational documentation and training materials, reducing onboarding time from 8 weeks to 2.5 weeks (70% improvement)
- Enhanced data quality processes implementing validation checks, reducing reporting errors by 45%
- Collaborated across 15+ countries, ensuring GDPR-compliant

## TECHNICAL SKILLS

- Data & Analytics:** SQL | Python | Power BI | Tableau | Excel | Looker | Azure | Databricks | Data Modelling | ETL | KPI Frameworks | Forecasting | Segmentation
- Business:** Executive Reporting | Stakeholder Management | Commercial Analytics | Data Storytelling

## EDUCATION & CERTIFICATIONS

- MSc in Data Science and Analytics** | University of Westminster | UK | Sept 2022 – Sept 2023
- MSc in Banking and Finance** | Queen Mary University of London | UK | Sept 2019 - Sept 2020
- Data Science (Lloyds Banking, 2025) | Data Analytics (Deloitte, 2025) | Google Analytics (2024)