MOHAMED SHIBAN LAL

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SUMMARY

Analyst with 5+ year experience delivering data insights and automated reporting in retail and finance. Skilled in building Power BI dashboards, analyzing sales performance, and supporting business planning through SQL, Python, and Excel. Bringing strong technical foundations and eagerness to drive data-informed decision-making.

PROFESSIONAL EXPERIENCE

Sales Associate / Analyst | Foot Locker EMEA | September 2023 - Present | London, United Kingdom

- Built Power BI dashboards for weekly sales KPIs across 50+ stores, automating manual reporting and improving turnaround speed for commercial teams
- Developed forecasting models in Python for sales planning, identifying high-performing product categories to support stock prioritisation decisions
- Partnered with marketing and loyalty teams to analyze campaign performance, uncovering insights on conversion rates, customer engagement, and revenue trends
- Created scalable data models to improve metric consistency across regional reporting, supporting commercial planning and ops teams
- Delivered trade insights and KPI summaries to regional leadership in weekly reviews, informing pricing, product mix, and resource planning discussions
- Analyzed SKU-level sales data to identify trends and patterns, supporting inventory allocation and merchandising decisions

Professional Development & Career Transition | September 2020 - September 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 | January 2016 - September 2019 | Chennai, India

- Built automated Power BI dashboards covering 100+ global tax submissions, reducing reporting lead time by 30%
- Coordinated compliance delivery across 20+ EMEIA jurisdictions achieving 100% on-time submission over 3 years
- Collaborated with international teams across 15+ countries ensuring GDPR-compliant data handling
- Standardized operational and training materials, reducing onboarding time by 70% and reporting errors by 45%
- Designed Excel automation tools streamlining deadline tracking, saving 400+ hours annually

TECHNICAL SKILLS

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

EDUCATION & CERTIFICATIONS

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