MOHAMED SHIBAN LAL

Email: shiban.m15@gmail.com | Mobile: 07424876587 | Address: London, UK | linkedin.com/in/shibanlal

SUMMARY

Data Analyst specialising in commercial performance reporting and analytics, with experience delivering automated dashboards, campaign analysis, and executive KPI reporting across EMEA retail. Skilled in SQL, Python, and Power BI with strong stakeholder management experience.

EDUCATION

MSc in Data Science and Analytics | University of Westminster | UK | Sept 2022 – Sept 2023

- **Modules:** Data Visualisation, Business Analytics, Data Warehousing, Big Data Theory, Machine Learning

Data Analytics Technical Certification | Online Platform (Coursera, Udemy) | UK | Sept 2020 – Sept 2022

- Mastered core data science tools, including Python, SQL, Power BI, and Excel

MSc in Banking and Finance | Queen Mary University of London | UK | Sept 2019 - Sept 2020

- **Modules:** Practical Valuation, Quantitative Method of Finance, Corporate Finance

WORK EXPERIENCE

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

- Automated weekly commercial KPI reporting using **Power BI**, reducing manual reporting time by **40%** and accelerating leadership visibility on store performance
- Conducted SKU-level **sales analysis** identifying high-performing product groups, improving restock accuracy by **10%**
- Designed scalable metric logic improving reporting consistency across regional teams and reducing data discrepancies
- Delivered EMEA trading **dashboards for 50+ stores** to support commercial planning, pricing, and product performance tracking
- Collaborated with marketing and loyalty to analyse digital campaign engagement and conversion trends, informing targeting strategy
- Presented weekly insights to senior leadership, influencing product mix, markdown decisions, and allocation planning

Tax Analyst | EY GDS | January 2016 - September 2019 | Chennai, IN

- Engineered automated reporting Power BI 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 rates for multinational clients
- Standardised documentation and training materials, increasing onboarding efficiency by **70%** across new team members
- Improved operational accuracy by refining data processes and resolving workflow bottlenecks.
- Engaged directly with international client service teams to ensure **GDPR-compliant** data handling and consistent reporting standards

LANGUAGES, SKILLS, AND CERTIFICATES

- **Languages:** English (Fluent), Hindi (Native), Urdu (Fluent), Tamil (Fluent)
- **Skills:** SQL, Python, Excel, Power BI, Data Validation, Workflow Optimisation, Reporting Automation
- **Certifications:** Google Analytics (2024), Data Science (Lloyds Banking, 2025), Data Analytics (Deloitte, 2025)