

MOHAMED SHIBAN LAL

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SUMMARY

Data Analyst with dual **MSc degrees in Data Science and Finance**, experienced in large-scale reporting automation, commercial forecasting, and performance analytics using **Python, SQL, Excel and Power BI**. Proven success delivering actionable insights that streamline operations and refine strategic planning across retail and professional services.

WORK EXPERIENCE

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

- Delivered reporting dashboards and **KPI summaries across 50+ stores**, supporting trade insights, commercial planning, and regional performance tracking.
- Developed models to improve metric consistency and build scalable pipelines supporting commercial and operations analytics.
- Partnered with marketing and loyalty teams to analyse campaign impact and uncover insights on conversion, engagement, and revenue trends.
- Developed forecasting models in Python for sales planning, helping identify high-performing categories and stock priorities.
- Automated weekly sales **KPI dashboards in Power BI**, reducing manual reporting effort and improving turnaround speed.
- Shared strategic insights with regional leadership in weekly reviews, helping refine pricing, product mix, and resource planning decisions.

Senior Tax Associate | Ernst and Young (EY GDS) | January 2016 - September 2019 | Chennai, IN

- Managed cross-regional compliance operations across **20+ EMEA team**, ensuring consistent service delivery and timely compliance reporting for multinational clients.
- Designed **Power BI dashboards** to visualise workflow metrics, improving transparency and cutting delivery turnaround by **25%**.
- Streamlined communication workflows between client service and country tax teams, achieving error-free submissions and maintaining **GDPR compliance**.
- Automated tax filing reporting using **Excel VBA**, ensuring timely filing and reducing manual tracking effort.
- Collaborated with **cross-functional teams** to standardise data processes, resolve coordination bottlenecks, and enhance reporting accuracy across global operations.

SKILLS

- **Programming & Data Tools:** SQL, Excel, Python, Tableau, Looker, Databricks, Azure
- **Reporting & Automation:** ETL, Workflow Optimization, Dashboard Development, KPI Tracking, Data Validation, Forecasting, Process Improvement, Stakeholder Engagement, Data Modelling

EDUCATION

- **MSc in Data Science and Analytics, 2:1** | University of Westminster | UK | 2022 - 2023
- **MSc in Banking and Finance, 1st** | Queen Mary University of London | UK | 2019 - 2020
- **B.E. in Electronics and Communication, 2:1** | Anna University | IN | 2010 - 2014

EXTRACURRICULAR ACTIVITIES

- **Cricket Team Captain** - Managed team strategy and performance, achieving a **90% win rate**.