

Mubarak Lawal

Data Analyst

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See my personal website at <https://www.mubaraklawal.com>

[linkedIn](#)

EDUCATION

Certified AAT ~ Institute Of
Chartered Accountants of Nigeria.

BSc Economics (In view) 2026 ~
Obafemi Awolowo University.

TECHNICAL SKILLS

Databases & SQL: SQL Server
(SSMS), MySQL; Window
functions, CTEs, BULK INSERT.

Analytics & BI: Power BI (DAX,
modeling, drill-through,
bookmarks, row-level security),
Excel (Power Query, PivotTables,
slicers).

Programming: Python (pandas,
Numpy, Matplotlib), Jupyter
Notebooks.

Data Modeling: Star schema
(facts/dims), ERD, KPI definitions,
basic ETL.

Other Tools: Git/GitHub,
README/Markdown
documentation.

Certifications

DataCamp Sep 2024
Certified Associate Data Analyst.
[link](#)

Accenture Jan 2025
Data Analytics and Visualization
Job Simulation. [link](#)

SUMMARY

Meticulous Data Analyst focused on SQL Server, Power BI, and Excel. Built a retail analytics warehouse in SQL Server (star schema + reusable T-SQL views) to quantify YoY growth, margin, return drivers, cohort retention, and RFM (Recency, Frequency, Monetary) segmentation, paired with Power BI and Excel dashboards. Comfortable turning stakeholder questions into clear KPIs and narratives.

PRACTICAL EXPERIENCE

Data Analyst

Sep 2024 - Jan 2025

Accenture North America, Job Simulation.

- Cleaned, modeled, and analyzed 7 datasets to uncover trends for a social media client, informing strategic content and platform decisions.
- Created professional PowerPoint deck and video presentation to effectively communicate key insights and recommendations to both internal teams and the client.

Data Analyst

April 2025 - June 2025

Alchemist Retail Sales and Finance Dashboard, Personal Project.

- Engineered and deployed an end-to-end dashboard in Power BI to analyze and visualize key financial and sales metrics.
- Unified data from multiple sources into a single data model, creating an interactive report with drill-through features.
- Designed a “what-if” analysis tool to help stakeholders forecast the impact of pricing changes on profitability.

Data Analyst

July 2025 - Aug 2025

ShopSmart Retail Warehouse (SQL Server), Personal Project.

- Designed a retail star schema (2 facts, 5 dims; ~9k sales, 630 returns) with keys/constraints and ERD.
- Developed reusable T-SQL views and queries to answer key business questions on YoY growth, customer retention, channel mix, and return rates.
- Created a reproducible analytics layer that reduced the time to answer executive questions from hours to minutes, establishing a single source of truth for key business metrics.

Repo: <https://github.com/Ademola-1/shopsmart-sqlserver>