

MOHAMED SQUARE

MSc. BA.

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ACADEMIC QUALIFICATIONS

2018

MSc. Data Science

University of Sheffield

Dissertation: Distinction

Exploration and visualisation of local green spaces, community health, and deprivation data in collaboration with Sheffield City Council.

2017

BA. Business and Finance

Sheffield Hallam University

2011

BA. Business Economics

University Nongo Conakry, Guinea

SKILLS

Analytics & Communication:

R, Python, Knime Analytics, SPSS, Excel, Tableau, Alteryx, Power BI, Git, Power Point, Microsoft Teams, Word

GIS:

ArcGIS, Google Earth

Data Wrangling:

R dplyr, Python Pandas, SQL

Databases:

Oracle, MySQL, PostgreSQL

LANGUAGES

Fluent - French, English

Conversational – Spanish, Arabic

INTERESTS

Member:

Sheffield Data for Good

Sheffield R Users

REFERENCES:

Excellent references

available upon request

PERSONAL PROFILE

A highly motivated, confident Professional, possessing excellent communication and interpersonal skills, with a strong background in developing and implementing data-driven decision frameworks to inform business strategy and real-time decision-making.

EMPLOYMENT HISTORY

ANALYTICS CONSULTANT

Apr 2020 – Present

JQ Data

Sheffield, UK

Providing analytics and consultancy capabilities as part of the analytics solution and training delivery team. **Working with stakeholders and clients to evaluate, develop a framework for impact assessment of COVID-19.**

DATA ANALYST, LEAD UK

Jan 2019 – Mar 2020

Aim Smarter Limited

Sheffield, UK

Led the development and delivery of Analytics and Business intelligence solutions across the business in the UK, as well as monthly Stakeholder support and development.

Developed automated ETL pipelines that led to deploy 10+ dashboards to support operational and strategic decision-making for Sales, Marketing, Production, Supply chain and Customer support.

Constructed a BI framework for an automated creation and distribution of product clicks report and visualization for 160+ suppliers.

Introduced RFM modelling for customer targeting decisions.

BUSINESS CONSULTANT

Jan 2017 – Jun 2017

SHU Venture Matrix

Sheffield, UK

Advised a Sheffield based non-profit organisation on the regulatory aspects and market conditions for the introduction of a new product in the UK market. **Evaluated the feasibility of importing products from South America through data driven business strategy development and analysis resulting in securing a distribution deal within IKEA.**

MARKETING DATA ANALYST

Jan 2014 – Oct 2014

Espresso Telecoms (Intercel +)

Conakry, Guinea

Analysed marketing and commercial strategies against the business environment. Evaluated impact analysis, Return on Investment on campaigns and sales activities and presented these back regularly to Senior Management. **Implemented automated daily revenue and KPI reporting in support of new product launch, informing of real time performance and trade marketing execution, resulting in 30% increase in customer acquisition.**

GEO-MARKETING ANALYST

Aug 2011 – Dec 2013

Espresso Telecoms (Intercel +)

Conakry, Guinea

Facilitated business expansion through the identification of high value areas and segments in regions and management of associated market research. **Inputted into the marketing strategy by gathering, integrating and evaluating correlation between demographic, market, technical and financial variables for new network sites and sales outlets. My recommendations were used to deploy network coverage in 7 cities, which accounted for 20 % in the increase of the total annual revenue.**