

Fuhaad Lawal

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SUMMARY

IT student at NJIT with hands-on extern experience at Beats by Dre and Breaking Games, where I built data pipelines, NLP sentiment models, and executive dashboards that informed real business decisions. I work across the full analytics stack — Python, SQL, Power BI, React — and specialize in turning messy, multi-source data into clear insights and strategies. Looking for a Business or Data Analyst internship where I can keep doing that at scale.

EDUCATION

New Jersey Institute of Technology

B.S., Information Technology

- GPA: 3.2

Essex County College

A.A.S., Business Administration

Sep 2023 – Dec 2026

Newark, NJ

Sep 2021 – Jun 2023

Newark, NJ

TECHNICAL SKILLS

Data Analysis: SQL, Power BI, Excel, Python (Pandas), Data Cleaning, Data Visualization

Business Intelligence: Dashboard Development, KPI Reporting, Performance Analytics, Executive Reporting

Business Analysis: Requirements Gathering, Process Mapping, Stakeholder Communication, Root Cause Analysis

Marketing & E-Commerce Analytics: GA4, Shopify Analytics, Funnel Analysis, Customer Segmentation, Competitive Analysis

Tools: Git, GitHub, VS Code, React

EXPERIENCE

Beats by Dre

Data Analytics Extern

Apr 2026 – Jun 2026

Remote

- **Data Pipeline:** Built a Python (pandas) pipeline to parse, clean, and segment 477 verified e-commerce reviews across 5 portable audio models for competitive benchmarking.
- **Sentiment Modeling:** Developed NLP models using TextBlob and Seaborn heatmaps to convert qualitative customer feedback into measurable performance trends.
- **GenAI Integration:** Automated feature benchmarking via Python and Google Generative AI SDK, using Gemini 1.5 Flash for high-context prompt matrixes at scale.
- **Power BI Dashboard:** Engineered a 2-page interactive dashboard with custom DAX measures (`Bass.Mention.Rate`, `Ecosystem.Mention.Rate`) and cross-filtering, isolating a 41.1% iOS ecosystem competitive moat and 44.6% consumer focus on low-end acoustic performance.
- **BI Dashboard & Strategy:** Built an executive React/Recharts dashboard with a 2×2 prioritization quadrant; delivered a Corporate Intelligence Brief projecting 10–15% return reduction and 15–20% sales lift at \$0 hardware cost.

Breaking Games | Tabletop & Card Game Publisher

Business Analytics Extern

Jan 2026 – Mar 2026

Remote

- **Data Auditing:** Reconciled 10+ datasets across Google Ads, Meta, and Shopify to surface a \$91,000 spend discrepancy and a true ROAS of 0.42x hidden by legacy dashboard errors.
- **Dashboard Development:** Built a React/Recharts funnel dashboard revealing 78% mobile cart abandonment; developed a Power BI dashboard consolidating Shopify, traffic, and ad data.
- **Growth Strategy:** Designed a three-phase roadmap redirecting \$3,000/month in wasted spend to high-converting assets, projecting a 30–50% ROAS improvement.
- **Data Integrity:** Flagged 2,900+ bot referrals and implemented a filtration strategy that improved GA4 engagement accuracy by ~25%.

ACADEMIC PROJECTS

PowerBank Sales & Inventory Analytics | NJIT – Database Systems

- Designed and populated a centralized MySQL database from raw transaction and inventory data; wrote multi-table SQL queries to uncover sales trends, identify chronic stock shortages, and rank top-performing products.
- Built Excel KPI dashboards with pivot tables tracking order volume, fulfillment rates, and inventory turnover; translated findings into prioritized recommendations for restocking cadence and product line decisions.

Customer Behavior Analysis – J & J Chocolates | NJIT – Business Analytics

- Cleaned and queried multi-period transaction data in SQL to segment customers by purchase category, order frequency, and recency; surfaced high-value buying patterns and flagged at-risk customer groups.
- Developed Excel pivot dashboards visualizing sales KPIs across customer segments; presented data-backed recommendations for targeted promotions and retention strategy to a stakeholder audience.