Mohammad Mahmud

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EDUCATION

COOP Careers, Data Analytics Fellow

June 2025

- Collaborated with 4+ cross-functional teams to coordinate project planning and meetings, develop detailed project timelines, and contribute insights that supported strategic decision-making
- Utilized Excel and Tableau to clean, analyze, and visualize over 500K rows of financial data, producing dashboards that highlighted business-critical metrics for planning and performance reviews
- Led end-to-end project coordination from initial planning through data analysis and final presentation, working with over 223,000 rows of data to deliver actionable insights

CUNY Hunter College May 2022

Bachelors in Computer Science, Minor in Economics

TECHNICAL SKILLS & CERTIFICATIONS

- Certifications: Google Analytics Professional Certificate (2025), SQL (2024), Full Stack Development (2025)
- **Programming Languages & Visualization**: Python, SQL, Excel, R Programing, Power BI, Microsoft Office, Google Suite, Tableau, AWS, JavaScript, HTML, CSS

PROJECTS

COOP Careers Capstone Project | Marketing Ad Campaign Analysis

June 2025

- Cleaned and analyzed 700+ rows of data by removing missing values, standardizing date formats, and summarizing the dataset with Excel pivot tables, which led to a 20% increase in data accuracy
- Analyzed engagement for a beauty product campaign by creating 2 Tableau visualizations, revealing men are 44% more likely to engage with our ads, resulting in a new marketing strategy
- Collaborated with a cross-functional team to create a one page report and a presentation using Canva, consolidating insights to optimize ad spend and reduce acquisition costs by 25% for the next campaign

Headstarter | Customer Churn Prediction with Machine Learning

Nov 2024

- Implemented a machine learning model to identify at-risk banking customers, achieving 85% accuracy, 89% precision, 95% recall, and a 92% F1-score, to reduce customer churn
- Created an interactive Python dashboard, showing Churn risk scores for each customer, automating personalized retention emails using AI generated explanation
- Utilized the Churn prediction model to build a strategy for email marketing to reduce churn by 20% and retained top accounts

EXPERIENCE

COOP Careers, Data Analytics Captain

Aug 2025 - Present

- Facilitate weekly Excel and Tableau sessions for 16+ fellows, improving their skills in data cleaning and visualizations for a mid-cycle data analytics project
- Collaborate with captains in weekly meetings to go over lesson plans and assignments, resulting in a 20% higher completion rate
- Lead project planning sessions, guiding participants to break down tasks, set timelines, and prepare presentations, resulting in improved team collaboration

Headstarter, AI Engineering Resident

Aug 2024 - Jan 2025

- Developed over five machine learning projects in Python, using Google Colab GPU to reduce training time by 80% and improve prediction accuracy
- Automated end-to-end web application testing with a Selenium framework, reducing manual testing efforts by 30%
- Implemented machine learning algorithms (Naive Bayes, Random Forest, Decision Trees, KNN, Gradient Boosting), boosting model efficiency by 15%

Paragon Honda | Acquisition Specialist

June 2022 - May 2024

- Analyzed lead generation data using Excel and eLeads CRM to identify high-potential vehicle buyback opportunities, increasing monthly leads from 30 to 60 (100% growth) and generating \$100K+ incremental revenue in first month
- Conducted comprehensive market research and competitive analysis to optimize acquisition pricing strategy, resulting in 40% increase in monthly vehicle buybacks year-over-year
- Designed and implemented automated workflow for client communication using CRM tools, improving follow-up rates by 20% and reducing manual processing time by 15 hours weekly