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

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 report and a presentation using Canva, consolidating insights to optimize ad spend and reduce acquisition costs by 25% for the next campaign

COOP Careers Project | Registered EV Data from Washington State — **April 2025**
- Cleaned and transformed 223K+ rows of Electric Vehicle registration records in Excel by removing duplicates, which reduced reporting errors by 30%
- Visualized Electric Vehicle demand in Washington State using 2 Tableau heatmaps, showing King County accounted for 52% of all EVs, leading the dealership to increase inventory
- Created 2 Tableau dashboards to identify market trends and track vehicle demand, which led to optimized inventory management

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**
- Facilitated weekly Excel and Tableau sessions for 16+ fellows, improving their skills in data cleaning and visualizations for a mid-cycle data analytics project
- Collaborated with captains in weekly meetings to go over lesson plans and assignments, resulting in a 20% higher completion rate
- Led 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 70% 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%