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, Power BI, Microsoft Office, Google Suite, Tableau

PROJECTS

Marketing Ad Campaign Analysis   **June 2025**
- Analyzed marketing campaign performance by cleaning and validating over 700 rows of raw data, leading to the identification of top-performing audience segments.
- Developed a Tableau dashboard to visualize key performance indicators, revealing that Men aged 35-44 were the highest converters at 30% and Men in the same group also showed the highest CTR at 0.28%.
- Presented actionable insights to stakeholders, including a cost-performance analysis that identified the Male 35-44 segment as the "overall best performer" with the lowest cost, enabling strategic adjustments to optimize resource allocation and improve ROI.

Registered EV Data from Washington State   **April 2025**
- Conducted analysis of over 223K+ rows of Washington state EV and PHEV registration data using Excel PivotTables to identify high-demand vehicle models and geographic sales concentrations
- Developed and published a dynamic Tableau dashboard featuring a heatmap visualization to highlight regional sales patterns, enabling inventory optimization strategies for automotive dealerships
- Visualized historical gas prices (2010–2025) alongside current electricity rates across U.S. to compare energy cost trends, identifying Hawaii's peak rate of $0.56/kWh and gas price volatility peaking at $5.44 in 2022.

Customer Churn Prediction with Machine Learning   **Nov 2024**
- Built a machine learning model to identify at-risk banking customers, achieving 85% accuracy, 89% precision, 95% recall, and a 92% F1-score, while uncovering key engagement issues and service complaints
- Created an interactive Python dashboard with explainable AI, showing churn risk scores, visualizing decision factors, and automating personalized retention emails
- Used the same churn prediction model to identify high-risk customers, building a strategy that reduced churn by 20% and retained top accounts

EXPERIENCE

COOP Careers, Data Analytics Captain   **Aug 2025 – Present**
- Lead weekly Excel, Tableau, and SQL sessions for 10+ fellows, improving career readiness portfolio completion to 95%
- Support fellows in planning and presenting 2+ data analytics projects, increasing data accuracy by 20% through Excel data cleaning techniques
- Facilitate teamwork and collaboration among 5+ fellows, strengthening team performance through guided exercises and peer mentoring

Headstarter, Software Engineering Resident   **Aug 2024 – Jan 2025**
- Build and deploy 10+ machine learning models using Python, improving data-driven decision-making and increased accuracy by 90%
- Create interactive dashboards for each model using Python and Streamlit, allowing users to explore results and view AI-generated insights
- Applied ML algorithms (Naive Bayes, Random Forest, Decision Trees, KNN, Gradient Boosting) to boost model efficiency by 15%