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