

# Mohammed Rashad

Boston, USA (Open to Relocate) | (617) 301-1708 | arshrash098@icloud.com | [LinkedIn](#)

Applying to “Job title” at “Company”

## Education

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### Master of Science Business Analytics

Expected August 2026

Hult International Business School | Boston, USA

Coursework: SQL, Python, R, Power BI, Tableau, Business Statistics, Power Query, Hadoop, AI, ML, Business Modeling & Optimization

### Bachelor of Business Administration | Finance Major & Management Minor

August 2020 – May 2025

Hult International Business School | Boston, USA

## Skills

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Languages: English, Hindi, SQL, Python, C++

### Tools:

- **Analytics & Management:** Excel (Advanced, VLOOKUP, PivotTables, Macros), Jira, Google Sheets, MS Access (Query & Form Design), Power BI, Tableau, Google Analytics, Google Collab, GitHub, MySQL, Excel Solver.
- **Simulation & Creative:** StockTrak, Final Cut Pro, CapCut, Wondershare Filmora, iMovie.

### Technical Skills:

- **Corporate Finance & Accounting:** Financial Modeling (DCF, WACC, NPV, EVA), M&A Deal Structuring, Forensic Accounting, Cost Accounting (ABC, FIFO/LIFO), Master Budgeting, Financial Reporting, Consolidation.
- **Investment Banking & Risk:** LBO Valuation, Derivatives Pricing (Black-Scholes, Binomial Trees), Value at Risk (VaR), Portfolio Management, Asset Allocation, Technical Analysis, Basel Accords (I, II, III), Hedging Strategies (Swaps, Futures).
- **Data Strategy:** Data Governance, Database Design, Data Modeling, Data Visualization, Statistical Analysis, KPI Tracking.
- **Project Management & Leadership:** Agile & Scrum Methodologies, Lean Methodologies, Change Management, Stakeholder Management, Cross-Functional Leadership, Go-to-Market Strategy, Business Process Analysis.
- **Operations Research & Optimization:** Linear Programming (LP), Integer Linear Programming (ILP), Nonlinear Programming (NLP), Monte Carlo Simulation, Optimization Modeling (Excel Solver), Sensitivity Analysis, Scenario Modeling, Decision Modeling, Logistics Network Design, Network Flow / Transshipment, Production Planning, Inventory Optimization, Cost Optimization.

### Certifications:

- Finance & Accounting: Accounting Job Simulation (Koch Industries), Excel Skills for Business (Goldman Sachs), Excel for Accounting (LinkedIn Learning).
- Data Science & Analytics: SQL for Data Science (UC Davis), Python for Spreadsheet Users (DataCamp), Joining Data in SQL (DataCamp).
- Marketing: Digital Marketing Foundations (LinkedIn), The Complete Digital Marketing Course (Udemy). (Either advance or skill level and only the ones that matter to jd)

**Technical Skills: Ms Excel** (Advanced, VLOOKUP, PivotTables, Macros), Jira, Google Sheets, MS Access (Query & Form Design), Power BI, Python, Snowflake, C++, SQL, AWS, Tableau, Google Analytics, Microsoft Office (Excel, Word, PowerPoint), Google Collab, GitHub, MySQL, Excel Solver, StockTrak, Final Cut Pro, CapCut, Wondershare Filmora, iMovie.

**Competencies:** SQL, Python, C++, Financial Modeling (DCF, WACC, NPV, EVA), M&A Deal Structuring, LBO Valuation, Derivatives Pricing (Black-Scholes), Value at Risk (VaR), Portfolio Management, Asset Allocation, Hedging Strategies, Forensic Accounting, Cost Accounting, Master Budgeting, Financial Reporting, Consolidation, Data Governance, Database Design, Data Modeling, Data Visualization, Statistical Analysis, KPI Tracking, Agile & Scrum Methodologies, Lean Methodologies, Change Management, Stakeholder Management, Go-to-Market Strategy, Business Process Analysis, Excel (Advanced, Macros, PivotTables), Power BI, Tableau, Jira, GitHub, MySQL, Google Analytics, MS Access, Linear Programming, Integer Linear Programming, Nonlinear Programming, Monte Carlo Simulation, Optimization Modeling, Sensitivity Analysis, Decision Modeling, Logistics Network Design, Production Planning, Inventory Optimization . (2 lines max)

## Relevant Experience

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**Uma Realty** | Navi Mumbai, India | Jun 2021 – Dec 2021

**Sales & Marketing Analyst Intern.** Driving revenue operations and brand equity through pipeline management and data-backed content optimization.

- Directly contributed to the closing of a **\$1.2M USD real estate transaction** by orchestrating high-value deal support and managing client pipelines for senior leadership.
- Generated a **sustained increase in qualified leads and brand visibility** by optimizing digital engagement strategy through the analysis of social media metrics and user behavior.
- Improved **user retention and trust** by auditing and standardizing external communication assets to ensure brand consistency across web and print channels.

**IFGC Gas Consultant** | Navi Mumbai, India | Mar 2020 – May 2020

**Growth Marketing Intern.** Leading market acquisition initiatives and retention strategies through demographic targeting and A/B testing.

- Drove a **37% increase in website traffic** within two months by engineering a targeted market acquisition strategy aligned with specific customer demographics.
- Maximized **consumer awareness and customer retention** by executing segmented email marketing campaigns utilizing A/B testing on subject lines.

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**JobAcura** | Navi Mumbai, India | Jan 2020 – Mar 2020

**Digital Strategy Intern.** Overseeing multi-channel campaign lifecycles and cross-functional alignment to maximize market share.

- Maximized **audience reach and market penetration** by managing multi-channel digital campaigns leveraging SEO and social media analytics.
- Reduced **time-to-market for new content** by collaborating with cross-functional teams to deliver cohesive campaign messaging aligned with diverse market segments.

## Relevant Projects

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**M&A Investment Proposal: Netflix Acquisition of Paramount** | Academic Project

**Problem Statement:** Determine the strategic viability and fair value of a \$30B+ media acquisition target to expand content infrastructure.

- Aggregated 5 years of 10-K/10-Q financial data to establish a baseline for revenue stability and debt obligations.
- Structured a dynamic 5-year forecast model, normalizing non-recurring items to project a stable **9.27% annual revenue growth**.
- Performed **DCF & Sensitivity Analysis** on WACC and Terminal Value, identifying a **41% undervaluation** (Implied: \$18.58 vs. Market: \$13.16).
- Formulated a strategic integration roadmap addressing **\$30B+ in combined cap**, synthesizing EBIT margin stabilization at 14.6%.
- Recommended a final bid price of **\$14.49/share**, defending the buy-side thesis in a pitch deck to faculty executive board.

**Quantitative Portfolio Management (StockTrak Simulation)** | Academic Project

**Problem Statement:** Generate alpha against S&P 500 benchmarks while managing systemic risk during a high-volatility election cycle.

- Assessed macroeconomic indicators and volatility indices (VIX) to identify arbitrage opportunities in the tech sector.
- Developed a high-alpha strategy (**Sharpe Ratio: 2.72**) leveraging options on **MicroStrategy & Broadcom** to maximize short-term gains.
- Conducted **Technical Analysis** (RSI, MACD) to time precise entry/exits for NVIDIA and Tesla, optimizing trade execution.
- Constructed and managed a **\$1M active equity & derivatives portfolio**, rebalancing weekly to maintain a portfolio Beta of **0.59**.
- Secured **1st Place ranking**, mitigating systemic risk while outperforming the S&P 500 benchmark by **145%** in 6 weeks.

**Investment Portfolio Analytics & SQL Data Pipeline** | Academic Project

**Problem Statement:** Consolidate fragmented high-net-worth asset data into a unified "source of truth" for real-time risk monitoring.

- Identified data silos across disparate asset classes to define schema requirements for historical pricing and classification.
- Engineered a relational database pipeline using **Advanced SQL** (Joins, CTEs, Views) to aggregate complex financial data.
- Calculated quantitative risk metrics including **Sigma (Volatility)** and **Risk-Adjusted Return** to benchmark asset performance.
- Developed a dynamic **Portfolio Dashboard** to visualize multi-year performance (12M/24M returns) and identify allocation imbalances.
- Constructed a "Risk Bubble Chart" that isolated underperforming assets, enabling an immediate data-driven rebalancing strategy.

**U.S. Labor Market & H-1B Sponsorship Analysis** | Academic Project

**Problem Statement:** Quantify the "Real Purchasing Power" of STEM roles across U.S. cities to optimize job search ROI for international graduates.

- **Leveraged Advanced SQL (Azure MySQL)** to process **500,000+ FY2024 LCAs**, identifying high-probability sponsors (e.g., Amazon, Infosys) for STEM-designated roles.
- **Engineered a Cost-of-Living wage model** that proved emerging hubs (Austin, Atlanta) offer higher real purchasing power than traditional tech cities, finalizing a data-driven recruitment strategy.

**Telecom Customer Churn Prediction (Python/ML)** | Academic Project

**Problem Statement:** Diagnose the root causes of customer attrition and build a predictive logic to trigger retention interventions.

- **Conducted Python-based EDA (Pandas/Seaborn)** to discover a critical "Churn Threshold," revealing that users with **4+ service calls** had a drastically higher exit rate.
- **Formulated a retention strategy** based on product performance analysis, proposing a feature bundle for "International Plan" users that targeted the highest-risk segment.

**Statistical Analysis of Public Transit Efficiency (MBTA)** | Academic Project

**Problem Statement:** Evaluate service reliability gaps between transit lines to propose operational efficiency improvements.

- **Executed a comparative statistical study (N=80+)** using **Hypothesis Testing ()** to prove the Orange Line consistently outperformed the Green Line despite higher demand.
- **Delivered operational recommendations** advocating for real-time frequency modulation to mitigate bottlenecks, supported by a significant correlation analysis of crowd levels vs. delays.

**Logistics Network Optimization: Lavazza Coffee (Excel Solver / LP)** | Academic Project

**Problem Statement:** Redesign a global coffee producer's distribution network by siting a second satellite warehouse to minimize annual transport and handling costs across 17,600 tons of demand.

- Built a **Linear Programming model** in Excel Solver minimizing **LTL + FTL transport + handling costs** across 6 candidate warehouse locations benchmarked against a central-only baseline.
- Modeled the **40% FTL discount** on inter-warehouse transfers and per-ton LTL rates to 6 distribution-center customers, running **7 scenarios with sensitivity reports** to stress-test the solution.
- Identified **Location 4 as the optimal site**, reducing total annual network cost from **€10.10M to €8.55M** — a **€1.55M (~15.4%) annual savings**
- Routed the largest customer's **5,500-tonne demand** through the new satellite via an FTL backbone and kept the remaining 5 customers on the central warehouse.

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## Workforce BI: JW Marriott San Antonio (Power BI / DAX) | Academic Project

**Problem Statement:** Bridge two disconnected workforce systems (WhenToWork scheduling + Kronos punch clock) at a luxury hotel property to detect compliance and payroll risk before pay-period close.

- Built a **5-page Power BI dashboard** plus an executive narrative on a **star-schema data model** spanning 8.5 months and 18 bi-weekly pay periods.
- Engineered DAX measures for the **7-minute punch rounding rule**, weekly overtime (Sunday-Saturday, 40-hour threshold), and missed-punch detection.
- Built compliance trackers for the **19-hour weekly cap** and **1,000-hour cumulative tenure ceiling**, flagging part-time student workers approaching benefit-eligibility thresholds before a breach.
- Layered anomaly detection for **rounding-rule gaming** (consistent 6-7 minute punches) and **buddy-punching impersonation** (identical-time punches across consecutive shifts).

## Olist Sales Funnel Insights (Power BI / SQL) | Academic Project

**Problem Statement:** Help a Brazilian e-commerce marketplace cut client acquisition cost while protecting merchant revenue as post-pandemic tailwinds reversed.

- Built a **Power BI dashboard** from a **MySQL extract** of 8,000 leads and 842 converted merchants, mapping a **10.5% overall conversion rate** across acquisition channels.
- Surfaced **Paid Search (12.3%)** and **Direct Traffic (11.2%)** as the strongest channels vs. Social (5.6%) and Email (3.0%); recommended reallocating 30% of underperforming spend to lift conversion to **13%**.
- Quantified revenue concentration risk: construction tools generated **R\$50.7M (~80% of merchant revenue)**, with manufacturers outperforming resellers **5 to 1**.
- Diagnosed **4 ETL data-quality issues** (text-typed fields, Portuguese-locale dates, blank segments, broken one-to-many join on reviews) constraining causal funnel analysis.

## RH Furniture: Route Optimization + BI Pipeline (Python / OR-Tools / Power BI) | Academic Project

**Problem Statement:** Cut delivery cost and CO2 for a furniture retailer by solving the daily Vehicle Routing Problem and feeding optimized routes into a live Power BI dashboard.

- Built a **Python pipeline using Google OR-Tools** to solve a **capacity-constrained Vehicle Routing Problem (VRP)** on customer orders pulled from SharePoint Excel.
- Engineered a **bin-packing scheduler** with time-window feasibility checks, splitting oversized orders across multiple delivery nodes.
- Computed **cost and CO2 savings vs. a naive baseline** and exported 4 CSVs powering a **single-refresh Power BI dashboard**.
- Designed for **live disruption testing**: edit order status in SharePoint, hit Refresh in Power BI, and the optimizer reruns end to end.

## Airbnb Listings: Text Mining & NLP (R) | Academic Project

**Problem Statement:** Decode why some Airbnb listings outperform others by mining 3,985 listings across 12 markets and isolating which content signals (not pricing) drive guest satisfaction.

- Ran **TF-IDF, bigram extraction, and Bing-lexicon sentiment scoring** across listing descriptions and reviews to surface the vocabulary that separates top-rated from low-rated stays.
- Showed that **content quality, not tone, drives review scores**: high-rated listings used markedly different vocabulary while sentiment polarity was nearly flat across rating groups.
- Compared **12 markets and room types side by side**; entire-home listings carried both higher prices and stronger review consistency.
- Delivered **6 chart-ready visuals and 7 analytical CSVs** as a reproducible R pipeline.