

# Abel Kebede

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## EDUCATION

### New Jersey City University

Anticipated Graduation: May 2027

*Bachelor of Science in Business Analytics and Data Science* | GPA: 4.00/4.00

Jersey City, NJ

**Relevant coursework:** Stat and Math for Data Science, Data Visualization, Introduction to Data Science, Programming I & II  
Business Statistics, Management Information System, Financial Accounting, Managerial Accounting, Forecasting Models

**Honors/Awards:** Dean's List (2023 - 2025), Golden Gothic Scholarship Award

## SKILLS

**Programming Skills:** SQL, Python (Pandas, NumPy, Scikit-learn), R, HTML, CSS, JavaScript

**Software Tools:** Microsoft Excel, Power BI, Tableau, Bloomberg Terminal (BQUERY, financial data analysis, equity research, market screening), PowerPoint (pitch decks, client presentations), Salesforce

**AI & Machine Learning:** Large Language Models (LLMs), AI Agent Development, Prompt Engineering

## WORK EXPERIENCE

### Masira

April 2025 – December 2025

*Product Data Analyst*

Philadelphia, PA

- Built and now maintain a structured database of 200+ target fashion brands, identifying leads that fit our excess-inventory model to support partnership outreach.
- Conducted audience segmentation and competitor analysis using Python and Power BI to refine the company's Ideal Customer Profile (ICP), resulting in a 15% more targeted go-to-market strategy.
- Evaluated 3 AI-driven personalization models and presented a framework for onboarding features that improved data quality and user experience for product development.

### Beats By Dre, Extern

July 2025 – October 2025

*Data Analytics Extern - Qualitative and Quantitative Insights*

Remote

- Conducted Gen Z behavioral research combining survey analytics and social listening, uncovering consumer sentiment drivers influencing product design.
- Leveraged Python (pandas, NLTK) and Gemini AI to analyze 5,000+ social media posts, identifying 3 key drivers of brand loyalty and visualizing sentiment trends that informed product marketing.
- Designed an interactive Tableau dashboard and presented insights to senior management, driving data-backed recommendations that improved marketing strategy and customer retention.

## ACTIVITIES

### New Jersey City University's Learning Common Center | Tutor

September 2025 – Present

- Tutor a diverse student body (first-year to senior) weekly in quantitative subjects, including Mathematics, Business Statistics, Finance, Economics, and Programming (Python).
- Provide targeted lab assistance to 30+ students in Algebra, guiding them through practical exercises and reinforcing core mathematical concepts.

### McKinsey.org Forward Program | Participant

September 2025 – December 2025

- Selected for a global 10 weeks program designed to equip participants with transferable workplace skills.
- Building core competencies in adaptability, problem-solving, effective communication, relationship-building, and digital literacy through interactive courses and live webinars with McKinsey experts to thrive in dynamic work environments.
- Engaging with peers across 130+ countries to strengthen cross-cultural collaboration and career readiness.

### JPMorgan Chase Investment Banking Job Simulation on Forage

August 2025

- Identified an ideal M&A target for a client based on an assessment of their strategic and financial criteria.
- Constructed a DCF model to calculate the valuation of the M&A target and adjusted the model to account for a competitor bid and supply chain interruption.
- Created a 2-pager for the client containing a company profile and summary of the auction process.

### National Society of Black Engineers | Member

January 2024 – Present

## CERTIFICATIONS

Bloomberg Market Concepts  
Bloomberg Spreadsheet Analysis

Bloomberg Finance Fundamentals  
Microsoft Azure AI Essentials Professional Certificate