

MOHAMMED BELLO IBRAHIM

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HIGHLIGHTS OF QUALIFICATIONS

- Third-year Computer Science student specializing in Data Analytics with a 3.7 GPA and Dean's Honour Roll 2024, 2025 and 2026; brings analytical depth and technical precision to data problems
- Proficient in Python (Pandas, NumPy, Scikit-learn), SQL, Tableau, and Power BI | applied across end-to-end data workflows including cleaning, analysis, modeling, and visualization
- Demonstrated ability to build and evaluate machine learning models (Logistic Regression, Random Forest, XGBoost) and translate results into actionable business insights for non-technical audiences
- Completed an 8-week Consumer Behavior & Market Analysis externship with Beats by Dre | independently executed a full research cycle from pain-point analysis to stakeholder dashboard delivery

TECHNICAL SKILLS

Programming Languages: Python (Pandas, NumPy, Matplotlib, Scikit-learn), Java, C#, JavaScript, HTML/CSS
Data Analysis & Visualization: Tableau, Power BI, Excel, Google Sheets, EDA, Feature Engineering, Data Cleaning
Machine Learning: Logistic Regression, Random Forest, XGBoost, K-Means, Agglomerative Clustering, DBSCAN
Databases & Dev Tools: SQL, MySQL, Git, GitHub, Jupyter Notebook, VS Code, Database Design (ER diagrams)
Survey, Research & AI Tools: Google Forms, ManyChat, Perplexity, ChatGPT, Claude, Gamma, Replit

EDUCATION

Bachelor of Science (Honours) in Computer Science | Data Analytics Specialization Expected June 2027
Trent University Peterborough, Ontario

- GPA: 3.7 / 4.0 | Dean's Honour Roll - 2024, 2025 and 2026.
- Relevant Courses: Data Mining, Database Management Systems, Data Structures & Algorithms, Software Design, Artificial Intelligence

EXPERIENCE

Data Analytics Extern | Beats by Dre Consumer Behavior & Market Analysis February 2026 - April 2026
Extern (extern.com) | Remote

- Used AI tools (Perplexity, ChatGPT, Replit) to conduct pain-point analysis and built an AI-powered Pain-Point Radar Chart identifying key frustrations of Beats by Dre customers.
- Designed and administered a consumer insights survey using Google Forms and ManyChat, gathering quantitative and qualitative data on Gen Z audio device behaviors and preferences.
- Conducted structured quantitative and qualitative data analysis using Google Sheets, applying AI-driven techniques to surface actionable consumer insights.
- Synthesized all research findings into a stakeholder presentation and data dashboard built with Gamma and Claude, delivering market insights in a recorded video presentation.

PROJECTS

Customer Churn Prediction | Python, Scikit-learn, XGBoost January 2026 - February 2026

Objective: Identify key drivers of churn in a telecom dataset and build predictive models to support customer retention.

Tasks:

- Cleaned and analyzed 7,000+ customer records using EDA and feature engineering to uncover churn patterns
- Built Logistic Regression (80.7%), Random Forest (79%), and XGBoost (79%) models; selected best fit by accuracy and interpretability.

Outcome: Fully documented model with business insights published on GitHub (github.com/Bellomk77).

Sales Performance Dashboard | Tableau November 2025 – December 2025

Objective: Analyze 10K+ retail records to track revenue, regional performance, and profitability for executive reporting.

Tasks:

- Cleaned and aggregated Superstore dataset; built interactive Tableau dashboard visualizing Sales, Profit Margin, and Category KPIs.

Outcome: Published on Tableau Public - end-to-end BI workflow from raw data to stakeholder-ready insights.

WORK HISTORY

Facilities Assistant | Student Housing, Trent University April 2025 - April 2026
Service Centre Assistant | Student Housing, Trent University October 2024 - April 2026