

MOHIB IMRAN

Email: mohib0220@gmail.com | Contact: 03115155610 | 8th SEMESTER | CGPA 3.28

LinkedIn: [linkedin.com/Mohib Imran](https://www.linkedin.com/Mohib Imran) | Location: Islamabad, Pakistan

Pursuing an entry-level role in the Banking sector to apply data analysis skills in supporting strategic decisions. Experienced in Power BI, Tableau, and Excel, with a solid grasp of market research, competitor insights, and campaign analytics.

KEY SKILLS:

- **Game Development:** Designed and developed a car racing game in Python using libraries for graphics, controls, and obstacle handling
- **Data Modeling:** Predicting customer segmentation using Logistic regression, Predicting Personal finance through Quantitative Research
- **Customer Segmentation:** Designed a segmented campaign in the family business that increased sales by 30%.
- **Event Management:** Successfully organized an esports event for 40 teams by applying project management skills.
- **SQL & Data Management:** Worked on complex queries involving large datasets, optimizing data retrieval and analysis for accurate insights

EDUCATION

BS Business Data Analytics (In Progress)

COMSATS University Islamabad | On Going

- Focus on data analysis, marketing analytics, and business intelligence.
- I gained hands-on experience with tools such as Power BI, Tableau, Excel, and Python.

FSC pre-engineering

Punjab College | Completed | 1st division

ACADEMIC ACHIEVEMENTS:

- Secured 3rd Position in BS Business Data Analytics (4th Semester) COMSATS University Islamabad
- Secured 3rd Position in BS Business Data Analytics (5th Semester) COMSATS University Islamabad

INTERNSHIP:

Marketing Data Analyst | Virtual Intern | PepsiCo

June 2025 – July 2025

- Conducted outlet visits and gathered market insights to support trade marketing strategies.
- Performed competitor analysis to identify trends and improve positioning.
- Assisted in promotional campaign execution and on-ground marketing activities.

EXTRACURRICULAR ACTIVITIES

- Organized university events including BDA Eve and a Welcome Party.
- Served as a seminar organizer at COMSATS University.
- Worked as a Database Analyst at Bobby Shoes, a retail shoe store

LANGUAGES & TECHNICAL SKILLS:

- **Languages:** English (Limited Working Proficiency), Urdu (Native / Bilingual Proficiency)
- **Tools:** Python (Data Visualization, MS Excel, Statistical Inference), Anaconda, Oracle, SQ