

Mikhael Hilaly

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EDUCATION

University of Southern California | Graduating Spring 2026

Los Angeles, CA

Bachelor of Science in Business Administration, Minor in Data Science | GPA: 3.55

Honors: Dean's List

WORK EXPERIENCE

Scoop Analytics

San Francisco, CA

Product Tester and Marketing Intern

June 2025 - August 2025

- Led data quality testing and analytics across 5+ product datasets (GA4, HubSpot, Engagement, Scoop usage), performing trend analysis, creating 20+ **data visualizations and dashboards** (bar, line, heatmap) to identify bugs and inform product performance optimization, accelerating release cycles by 30%
- Created 12+ data-driven demo scripts and visualizations for product marketing videos, translating **complex analytics** into actionable business insights for clients, driving demo engagement up 40%

PlanYear

San Francisco, CA

AI Support and Operations Intern

May 2024 - August 2024

- Co-developed and automated a centralized AI output database (1,000+ entries) leveraging Claude 3.5 on AWS, improving **data processing** efficiency and data quality assurance for prompt engineering workflows
- Customized and deployed 100+ prompt engineering templates for Google Gemini, improving information **extraction accuracy** from medical insurance data to 99%, supporting data-driven decision-making across the team

PROJECTS

NBA Player Position Predictor

Los Angeles, CA

Analyst

March 2025-June 2025

- Built and tuned a **Multi-Layer Perceptron** (Neural Network) classifier in scikit-learn with dual 5-node hidden layers and StandardScaler normalization
- Evaluated model performance through confusion matrices and classification reports, visualizing outputs in Matplotlib and interpreting statistical results to refine **data preprocessing** and positional grouping.
- Automated visualization of player performance trends by generating Points-Per-Game bar charts across career seasons

NFL Quarterback Mobility Analysis

Los Angeles, CA

Analyst

September 2025-November 2025

- Used Welch's t-tests to compare mobile and pocket QBs, finding higher efficiency for mobile QBs (7.3 vs. 6.0 yards/play, p = 0.018) with no increase in turnovers or negative plays
- Quantified explosive play rate (≥ 20 yards) and found no significant difference between mobile (9.07%) and pocket QBs (9.15%) (p = 0.84), suggesting big plays are driven by scheme rather than mobility
- Measured QB-attributable bad play percentage and observed nearly identical mistake rates for mobile (3.07%) and pocket QBs (3.10%) (p = 0.83), confirming mobility does not elevate risk

LEADERSHIP AND INVOLVEMENT

Trojan Chess Club

Los Angeles, CA

Director of Communications

August 2024-Present

- Organize 5+ chess tournaments each semester, increasing participation by 15% through strategic planning, event promotion, and sponsor coordination, also managing social media (Instagram and Discord), growing follower engagement by 30%
- Competed as Board 1 for USC in the Big Ten Chess Tournament and Amateur Team West, leading the team to a top-2 finish

USC Intramural Sports

Los Angeles, CA

Captain

January 2023-Present

- Lead soccer, basketball, and football teams, recruiting top talent, organizing practices, and developing depth charts, resulting in a championship

SKILLS

Technical Skills: Python • SQL • R • Excel • Tableau • Machine Learning • Data Visualization • Statistical Analysis • Forecasting

Professional Skills: Data-Driven Problem Solving • Cross-Functional Collaboration • Communication • Project Management • Strategic Thinking • Leadership • Process Optimization