HEMEN ASFAW

Los Angeles CA, 90045 | ha435@cornell.edu | [LinkedIn](#) | [Portfolio](#)

EDUCATION

CORNELL UNIVERSITY SC JOHNSON COLLEGE OF BUSINESS   Ithaca, NY
Candidate for Master of Science in Business Analytics   May 2026

LOYOLA MARYMOUNT UNIVERSITY   Los Angeles, CA
Bachelor of Science in Statistics and Data Science (Cum Laude)   May 2025

MIT Applied Data Sciences: Leveraging AI for decision making certification   April 2025

ACADEMIC PROJECTS

ExtraLearn Lead Conversion: Improved lead conversion predictions by identifying customers most likely to become paying clients by comparing and tuning logistic regression, decision tree, and random forest models in Python

- Cleaned and preprocessed the dataset to prepare for exploratory data analysis (EDA); created tables, graphs, and correlation matrices to highlight feature trends and relationships.
- Engineered new features, split the dataset into training and testing sets, and implemented logistic regression, decision tree, and random forest models; performed hyperparameter tuning to improve performance.
- Evaluated models and identified the most important features driving loan default risk; delivered a comprehensive report and presentation tailored to both technical and non-technical audiences, including actionable recommendations.

Brazilian E-Commerce Project: Analyzed a relational SQL database (10,000+ records) to generate insights into the Brazilian e-commerce market.

- Loaded a relational database with 9 tables into MySQL; built an Entity Relationship Diagram (ERD) to visualize table connections and guide stakeholder-focused analysis.
- Wrote SQL queries using GROUP BY, JOIN, subqueries, CTEs, and CASE functions to answer questions on sales analytics, customer segmentation, pricing strategy, and supply chain operations.
- Designed Tableau dashboards and visualizations for a final report, highlighting opportunities for rapid growth and long-term untapped market potential.

PROFESSIONAL EXPERIENCE

Pfizer   Sanford, North Carolina
Lab Intelligence Intern   June 2024 - Present
Providing technical subject matter expert support to enable the IMEx team to increase operational excellence by ensuring that information flows efficiently between technical and project teams and across seven cross-functional teams, reducing team weekly meeting times by 15%.

- Planned and designed intuitive visual management boards to enable effective data tracking and compliance with required specifications and guidelines; identified data inefficiencies and traced four existing pipelines to ensure the gathering and display of meaningful metrics (~5-10 per team).
- Automated data to reduce manual entries (and mistakes) and ensure consistent data flow between teams; provided conditional formatting updates to reflect specific performance metrics, allowing teams to identify bottlenecks and prioritize areas for improvement quickly.
- Diagnosed and rectified performance issues causing a lag in performance and reliability; reviewed and audited user flow, located and removed duplicate queries and connections, and upgraded the methodology to allow Python to handle all backend data retrieval and processing before upload into Excel for display.
- Created 35+ summary graphs and tables to provide clear, at-a-glance representations of the data, helping teams more easily spot trends, track progress, and support discussions during weekly team meetings.
- Building a "how-to" guide for the team to understand how the data was tracked and the different connections within their IMEx project.

SKILLS & INTERESTS

Technical: Python, R, SQL, Tableau, PowerBI, Excel (Macros, XLOOKUP), Dashboard & Report Creation
Business: Model Optimization, Entity Relationship Diagram Design (Data Organization)
Interests: cooking/baking, writing, long walks, curating playlists, skincare/haircare content