

Amaan Ma'el Hashemee

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SUMMARY

Business Data Analytics major at Arizona State University (Barrett Honors / W. P. Carey). Returning to Marathon Petroleum this summer as an analyst intern on the NGLs and Petrochemicals team. Honors research applies spatial analysis to U.S. firearm violence; recent coursework includes a Microsoft Fabric churn-modeling project and Python NLP on healthcare forum data.

EDUCATION

Arizona State University (Barrett, The Honors College), W. P. Carey School of Business – Tempe, AZ **Expected in December 2026**
Bachelor of Science in Business Data Analytics, GPA: 3.30 / 4.00
• CIEE Study Abroad – Rome, Italy **August 2024 – December 2024**
American Community School, Amman, Jordan
High School Diploma **May 2022**
• Raised across international schools with 80+ nationalities represented

PROFESSIONAL EXPERIENCE

Analyst Intern – Natural Gas Liquids & Petrochemicals, Marathon Petroleum, San Antonio, TX **May 2026 – Current**
• Supporting traders and schedulers on the NGLs and Petrochemicals group; building Power BI tooling to surface market, margin, and operational signals for the team.
Data & Operations Intern, Marathon Petroleum, Long Beach, CA **May 2025 – August 2025**
• Designed and deployed a Power BI operations dashboard integrating Excel and Salesforce via Power Query and DAX, cutting monthly performance review time by ~30% for 15+ regional leaders and surfacing KPIs and risk/opportunity flags across 150+ dealers.
• Standardized two years of financial performance data into reusable Excel templates so regional teams could compare KPIs side-by-side across 300+ dealer locations.
• Built automated Power Query + DAX ingestion pipelines for 13+ recurring datasets, cutting manual prep time and catching data-entry errors before they hit downstream reporting.
Business Operations Intern, LivTours, Rome, Italy **October 2024 – November 2024**
• Analyzed competitor positioning for 20+ tour products to inform pricing and bundling experiments prioritized by the COO; cleaned and consolidated customer and campaign datasets feeding the company's KPI dashboards.

PROJECTS & LEADERSHIP

Faculty Supervised Research Thesis – Spatial Analysis of Gun Violence **November 2025 – Current**
• Drafted 2 chapters developing a five-layer framework linking root structural inequality, neighborhood deprivation, institutional and built-environment pathways, and exposure to social risk to community-level firearm violence.
• Built a Python-to-ArcGIS pipeline (pandas, NumPy, U.S. Census Geocoding API) that geocodes and merges 15,500+ incident and demographic records, fits a seasonal ARIMA baseline, and tests determinants with Hot Spot Analysis, STPM, OLS, and GWR; results published as an interactive ArcGIS Online risk dashboard.
Department of Information Systems Club, Arizona State University
Vice President of Professional Development and Student Mentor **May 2025 – Current**
• Leading the professional development track for a 100+ member analytics club, running networking events, mock interviews, and recruiting prep through the academic year.
• Coaching multiple first- and second-year analytics students on networking, interpersonal communication, and self-advocacy; providing structured written and oral feedback, mock conversations, and accountability check-ins to build professional confidence and clarity.
Lakehouse-Based Retention ROI for a Music Streaming Platform **April 2025 – May 2025**
• Led modeling and ROI tiering on a five-person team building a medallion lakehouse on Microsoft Fabric over 30M+ behavioral events and 2.3M users; trained a calibrated LightGBM churn model (PR-AUC ~0.88, ROC-AUC ~0.98, 8.7x lift at top decile) against a logistic regression baseline.
• Crossed churn probability with estimated lifetime value into a four-tier retention framework that reframed churn as a capital-allocation problem and quantified \$13.6M in net program value from reallocating retention spend toward silently-churning high-value users.
Natural Language Processing on Healthcare Forum Data **August 2025 – November 2025**
• Engineered an end-to-end NLP pipeline in Python (pandas, NumPy, regex) to ingest, clean, tokenize, and aggregate 7,700+ HIV patient forum posts into a 1M+ token corpus for applied ML/AI modeling.
• Trained domain-specific GloVe embeddings (Stanford implementation) and compared against a 1.2M-term Dolma 2024 general-language model using cosine similarity, nearest-neighbor analysis, and PCA visualizations in matplotlib to surface context-specific language patterns (diagnosis, treatment, stigma, patient support).

SKILLS

- **Languages:** Python, SQL
- **Analytics & BI:** Power BI (DAX, Power Query, Service), Tableau, Excel, SPSS, Microsoft Fabric (OneLake, Spark, Delta), Medallion Lakehouse Design, ArcGIS Pro / Online
- **Data, Machine Learning & AI:** LightGBM, logistic regression, model calibration, PR-AUC / ROC-AUC, ARIMA, spatial stats (Hot Spot, OLS, GWR), NLP (GloVe, topic modeling)
- **Communication:** Stakeholder reporting, executive-ready decks, data storytelling, excellent written & oral communication