

## MO POFAHL

Ann Arbor, MI | mopofahl@umich.edu | 541-610-4073 | mopofahl.com | www.linkedin.com/in/mo-pofahl

### EDUCATION

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**University of Michigan — Ann Arbor, MI** Expected May 2028

B.S. in Information Analysis, School of Information (UMSI)

B.A. in Product Design, Stamps School of Art & Design

GPA: 3.85/4.0 | Stamps Scholarship recipient | Victors Award recipient

### ANALYTICS PROJECTS

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**GA4 New vs. Returning User Behavior Analysis** *mopofahl.com*

- Queried the Google Merchandise Store BigQuery dataset with SQL to compare new vs. returning user behavior across the purchase funnel
- Found returning users convert at 3.7x the rate of new users and generate 3x more revenue per session; visualized results in an interactive Looker Studio dashboard
- Published SQL queries on GitHub and a full write-up as a case study on personal portfolio site

**Physician Density & Socioeconomic Disparities in Michigan** *mopofahl.com*

- Analyzed 31 years of NaNDA data (1990–2021) across 939 Michigan ZIP codes in Python/Pandas to measure how physician density shifted across income quartiles over time
- Found the physician-density gap between the highest- and lowest-income areas doubled over the period; used Pearson correlation to identify median family income as the strongest predictor among five demographic variables
- Translated findings into targeted policy recommendations and published a full case study with the notebook on the portfolio site

### EXPERIENCE

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**Michigan Data Science Team — Analyst** Sept 2025 – Present

- Built a Shazam-style audio recognition app in Python (with MySQL and Expo) that identifies songs from short audio clips
- Built ML models on real clinical data to predict heart-failure patient survival, finding that just 2 of 11 biomarkers (ejection fraction and serum creatinine) predicted survival with 80% accuracy — reproducing a peer-reviewed result
- Applied SHAP values to explain model predictions, surfacing *why* each patient was flagged at risk — the transparency clinical AI needs for real-world adoption; presented findings at MDST Data Science Night

**Mdesign Consulting — Designer** Jan 2025 – Present

- Designed home-page and testimonial-section wireframes in Figma for Tiko, a peer-to-peer student ticket exchange launched at U-M; both were selected over other team submissions during client review
- Iterated designs through client feedback cycles — streamlining navigation, integrating buy/sell actions into event cards, and adding trust features — to reduce the scam risk and friction of a market fragmented across Snapchat, GroupMe, and Instagram

**Scipp Lab — Research Assistant** Aug 2024 – Dec 2024

- Collected and statistically analyzed isotopic and elemental data to reconstruct past climate conditions
- Conducted morphometric analysis on *Lucina pensylvanica* shell specimens to identify quantitative survival factors preceding extinction events

**Sigma Nu — Apparel Chairman** May 2025 – Present

- Led a 20-member committee and managed a \$15K+ budget to deliver fraternity apparel on schedule
- Developed brand identity and marketing materials for a \$300K philanthropy event

### SKILLS

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**Data & Analytics:** SQL/BigQuery, Google Analytics 4 (GA4), Looker Studio, Python, R, Pandas, NumPy, Scikit-learn, MySQL, Tableau, A/B Testing, Statistics, Machine Learning