

Atharva Fulay

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SUMMARY

All-around problem solver with a "do whatever it takes" attitude. Experienced project manager in fast paced cross-functional role with client facing expertise. Entrepreneur keen on delivering efficient consumer software products. Technically savvy data scientist proficient in writing production level code. Excellent written and verbal communication.

EXPERIENCE

Data Scientist on Communications Algorithms | Nike

June 2021 – Present

- Built churn model for the Nike App to identify healthy, at risk, and disengaged members using new metrics. Resulted in over 97% increase in correct strong churn predictions and incorrect churn predictions dropped 66%
- Refactored group affinity model to significantly reduce friction when adding or removing affinities, expanded model comparison to more than six models, and cut processing time by 50%
- Developed replenishment model to find re-purchasable products and qualifying members. Anticipated result is an increase of qualifying purchases upwards of \$40K annually
- Assembled audiences and conducted A/B tests for In-Store campaign based on location and recent purchasing trends
- Took over ownership, refactored, and deployed propensity to open production models

Implementation Specialist / Technical Project Manager | Black Mountain Systems

July 2017 – June 2019

- Led team as primary project manager on two top-priority clients amongst others; directed client trainings, scoping sessions, product demonstrations, and analyzed business processes
- Successfully guided clients to out-of-the-box solutions thus reducing unnecessary expenditure by \$25K+ and internal resource allocation by 100s of hours
- Streamlined numerous panel and dashboard loading times by factors of 2x

PROJECTS

SMMRY-XT | atharvafulay.com/smmry-xt

March 2022 – Present

SMMRY-XT is a Chrome extension that helps users save time by quickly summarizing fluff-filled web articles in just three clicks! People who value their time but want the key information use SMMRY-XT to cut down their time to extract the same content.

- Planned developed, and deployed extension using JavaScript, HTML, and CSS
- Added features such as copying current URL, summarizing selected text, quick copying of summary and keywords
- Received over 50 upvotes on Product Hunt launch, currently serves over 60 weekly active users

Duclade | duclade.com

May 2020 – February 2021

Duclade enables readers to contribute to stories that inspire them by branching and expanding their version of the story. Built for readers and writers, this project fuses the two roles; giving all members the same reading material and writing access.

- Envisioned, planned, prototyped, designed, and deployed website using Groovy on Grails and Vue.js
- Interviewed hundreds of readers and writers to build features and streamline aspects of the site

EDUCATION

University of Southern California	M.S. Applied Data Science 3.8 GPA	2021
University of California, San Diego	B.S. Applied Mathematics 3.2 GPA	2017

SKILLS

- Collaboration Tools: Microsoft Office, Jira, Notion, Confluence, Aha!, Google Docs/Drive
- Programming: Python, PySpark, Java, Groovy on Grails, Vue.js, JavaScript
- Databases / Distributed systems: Databricks, T-SQL, PL/SQL, schema design, NoSQL, Spark, Hadoop, MapReduce
- Cloud: AWS (ElasticBeanstalk, EC2, RDS, Amplify, OpenSearch), GCP (Firebase)
- Visualization tools: Tableau, matplotlib, seaborn