

Atharva Fulay

Phone: 408-636-3546 | Email: atharva.fulay@gmail.com

Website: atharvafulay.com/projects | LinkedIn: [linkedin.com/in/atharvafulay](https://www.linkedin.com/in/atharvafulay)

SUMMARY

All-around problem solver with a "do whatever it takes" attitude seeking a career in Product Management. Business savvy data scientist proficient in communicating problems and results to stakeholders. Experienced technical project manager in fast paced cross-functional role keen on delivering efficient and impactful software products.

EXPERIENCE

Data Scientist @ Nike

June 2021 – Present

- Built new churn model for Nike App to identify healthy, at risk, and disengaged members using advanced metrics. Resulted in over 97% increase in correct strong churn predictions and incorrect churn predictions dropped 66%
- Revamped group affinity model to reduce friction when adding or removing affinities from days to minutes, reducing error rates and tech debt, and cut processing time by over 70%
- Effectively directed team through data and model testing, coordinating with engineering, and resource planning for multiple data migrations and upgrades between platforms
- Developed new replenishment model to find re-purchasable products and qualifying members; resulted in increased qualifying purchases upwards of \$50K annually
- Assembled audiences and conducted A/B testing for In-Store campaign based on location and purchasing trends

Technical Project Manager / Implementation Specialist @ Black Mountain Systems

July 2017 – June 2019

- Led team as primary project manager on two top-priority clients amongst many; managed client trainings, scoping sessions, and product demonstrations; analyzed business processes, produced BRDs, budget planning, and documentation
- In effort to onboard more clients, successfully guided clients to out-of-the-box solutions resulting in reduced internal resource allocation by hundreds of hours and increased license fee revenue by \$200k annually
- Cross-functionally synchronized with QA, product, support, and implementations teams for resource management
- Streamlined various panel and dashboard loading times by factors of 2x

PRODUCTS

SMMRY-XT (atharvafulay.com/smmry-xt)

March – September 2022

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

- Planned, developed, and deployed extension using JavaScript, HTML, and CSS
- Added requested features such as copying current URL, summarizing selected text, quick copying of summary
- After successful Product Hunt launch, SMMRY-XT serves hundreds of weekly active users

Duclade

May 2020 – February 2021

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

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

EDUCATION

M.S. in Applied Data Science @ University of Southern California

May 2021

B.S. in Applied Mathematics @ University of California, San Diego

June 2017

SKILLS

- Collaboration: Microsoft Office, Google Suite, Jira, Trello, Notion, Confluence, Aha!
- Databases + Distributed systems: SQL, Databricks, SQL Server, Oracle, schema design, NoSQL, Spark, Hadoop
- Programming: Python, PySpark, Java, Groovy on Grails, Vue.js, JavaScript
- Cloud: AWS (ElasticBeanstalk, EC2, RDS, Amplify, OpenSearch), GCP (Firestore)
- Visualization: Tableau, matplotlib, seaborn