

Atharva Fulay

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SUMMARY

Technical leader with 7+ years across analytics engineering, machine learning, and enterprise data products. I specialize in applied AI, analytics systems, and platform strategy, building reusable decision systems that automate workflows, scale expertise, and improve organizational decision-making.

EXPERIENCE

Senior Analytics Engineer – LinkedIn January 2025 – Present

- Lead the insights architecture for LinkedIn Marketing Solutions **AI reporting agent**, designing and coding the first reusable skill framework, defining the MVP reporting portfolio, and establishing responsibilities across Insights, Analytics Engineering, and Platform teams. The agent is currently being tested by approximately **60 power users** ahead of broader launch.
- Transformed a manual, analyst-led conversion workflow into the Holistic Signals reporting platform, expanding the product from CAPI-only analysis to integrated reporting across CAPI, Insight Tag, and Offline Conversions. Defined product requirements, resolved data dependencies, and aligned Product, Engineering, PMM, and Analytics to enable sellers to generate client-ready insights in minutes rather than hours.
- Personally developed Sponsored Messaging updates for LinkedIn’s **eight highest-usage reporting tools**, then led the migration of **15+ additional tools** by defining implementation standards, assigning ownership, coordinating dependencies, reviewing technical delivery, and managing rollout across the reporting portfolio.
- Re-architected LinkedIn’s three most resource-intensive insights tools, reducing runtime by more than 80% and CPU usage by up to 95%. Improved reliability for **1,000+ global sales users** across roughly **3,000 monthly report runs** supporting **\$500M+ in revenue**.

Senior Data Scientist – Nike June 2021 – May 2024

- Rebuilt Nike’s core affinity personalization system in PySpark and Databricks, processing billions of records and enabling daily audience scoring instead of weekly runs. Reduced runtime from **8+ hours to under 30 minutes**, improved predictive accuracy from **below 60% to approximately 85%**, and increased revenue per send by **nearly 50%** while cutting unsubscribe rates by **roughly half**.
- Built a self-service audience-generation platform on top of the affinity system, enabling Marketing and Operations teams to create custom audiences in **under 10 minutes** without data-science support. Expanded experimentation across emerging product categories and contributed an estimated **\$14M in annual incremental revenue**.
- Redesigned the affinity architecture into a modular, metadata-driven framework, reducing the time required to add or update audience categories from 2–4 weeks to **under 3 days** and onboarding **approximately 40 new affinities**.
- Developed and productionalized a replenishment decision system using four years of purchase, engagement, and product data to predict repurchase timing and support substitute recommendations. Launched in time for holiday campaigns, achieving approximately **5% click-through rates and roughly 4× average revenue per send** while maintaining baseline unsubscribe rates.

Project Manager – Black Mountain Systems July 2017 – June 2019

- Designed and delivered workflow automation for financial-services clients, including MiFID II messaging and a batch trade-entry tool that reduced manual effort by approximately **10 hours per week**.

SKILLS

AI & Intelligent Systems: LLM-powered analytics, agentic workflows, skill architecture, prompt design, evaluation frameworks, AI orchestration, OpenAI APIs

Analytics Engineering: Python, SQL, PySpark, Spark, Databricks, Trino, data modeling, performance optimization

Machine Learning: Gradient boosting, predictive modeling, personalization, feature engineering, experimentation, forecasting

Platforms & Production: Airflow, Jenkins, GitHub, CI/CD, AWS, Hadoop, REST APIs, relational databases, NoSQL

Technical Strategy: Analytics platforms, operating models, roadmap prioritization, cross-functional delivery, platform migrations

EDUCATION

University of Southern California – M.S., Applied Data Science May 2021

University of California, San Diego – B.S., Applied Mathematics June 2017