

# Fatih Uenal

[mars.fatih@gmail.com](mailto:mars.fatih@gmail.com)

[github.com/FUenal](https://github.com/FUenal)

[linkedin.com/in/fatih-uenal](https://www.linkedin.com/in/fatih-uenal)

<https://fuenal.github.io/>

## EDUCATION

Computer Science - AI & DS Specialization, MSc (2024-2026)

Statistics & Data Science, MicroMasters (2025-2026)

Data Science Fellowship (2021)

Quantitative Social Sciences, PhD (2014-2017)

University of Colorado Boulder

MITx - Massachusetts Institute of Technology

Faculty AI London

Humboldt University of Berlin

## EXPERIENCE

**Company:** SBB AG

15/04/2024 - Present

**Title:** Data Scientist – Cyber Security

- Conceptualizing and implementing a data-driven Security Operations Center.
- Programmed an Automated Phishing Email Analysis Pipeline
- Python programming for cross-platform integration.
- Optimizing signal-to-noise ratio.
- Use Case Engineering
- Workflow Automation
- Security Data Science (Dashboards for Management)

**Company:** DataIQ - Data Science Consultancy

01/01/2024 - 15/04/2024

**Title:** Senior Data Scientist

- Proving services in machine learning, deep learning, and survey methodology techniques in the marketing and finance domains to improve data-based decision-making.
- Marketing:
  - Automated Marketing Mix Modeling (MMM | Dash): [Demo App](#)
  - Customer Lifetime Value with Machine Learning (CLV | RFM): [Demo App](#)
  - Customer Segmentation Analysis (Scikit-learn | H2O)
  - A/B Testing
- Finance:
  - Machine Learning price forecasting (Multivariate | ARIMA | LSTM): [Demo App](#)
  - Time Series with Spark (Modeltime | Google Analytics Forecast)
  - Forecasting at Scale (MetaFlow | Modeltime | AWS)
- Survey Methodology, Data Analysis, and Data Visualization:
  - Survey design and execution (cross-sectional, experimental, longitudinal) in Qualtrics
  - Descriptive and inferential data analysis (R, Python, SPSS, STATA)
  - Data visualization: [Demo App](#)

**Company:** University of Geneva

01/10/2021 – 31.12.2023

**Title:** Behavioral Data Scientist and Senior Researcher

- Conducted systematic literature review of over 16.000 scientific articles and quantitative meta-analysis to calculate average effect size (Hedges' g) of experimental communication interventions on behavior. Article in prestigious scientific journal

*Nature Human Behaviour* (under review).

- Lead a [full-stack data science](#) project using *XGBoost* in python to investigate the most important features in predicting fossil fuel taxation preferences.

**Company:** Fossil Fuel Non-Proliferation Treaty Initiative

01/02/2021 - 31/12/2023

**Title:** Senior Data Scientist

- CRM: Customer Segmentation Analysis, [Automated Marketing Mix Modeling](#), [Customer Lifetime Value with Machine Learning](#), A/B Testing
- Programmed and deployed interactive [dashboard](#) visualizing policy database.
- Created and maintained fossil fuel supply policies database integrating data from various data sources.
- Developed an automation workflow for regular web-scraping to update databases.
- Presented data science efforts of company at [conferences](#) and via [webinars](#).
- Programmed an [artificial neural network](#) for fossil fuel policy text classification.

**Company:** University of Cambridge

01/09/2019 - 01/09/2021

**Title:** Data Scientist and Postdoctoral Fellow

- Conducted research on misinformation dissemination in social media. Results published in prestigious journal [Big Data & Society](#).
- Utilized machine learning algorithms on survey data to analyze predictors of [decision making and behaviors](#).
- Developed an [interactive online course](#) to teach data science for behavioral and social scientists.
- Ran over 12 surveys (cross-sectional, experimental, longitudinal) on Qualtrics. Conducted in-depth data analysis, data visualization, and reporting. Resulting in three [high-impact publications in top social psychology journals](#).

**Company:** German Federal Ministry of Social Affairs

01/09/2018 - 01/09/2019

**Title:** Scientific Consultant

- Scientific consulting, survey methodology, and research.
- Survey design and implementation for population-level monitoring and evaluation.

**Company:** Harvard University

01/08/2016 - 31/08/2018

**Title:** Data Analyst and Postdoctoral Fellow

- Survey methodology and online experiments.
- Advanced statistical analysis (structural equation modeling, equivalence testing, A/B testing).

## SKILLS AND TECHNOLOGIES

**Programming & Databases:** Python, R, SQL

**Machine Learning:** supervised and unsupervised learning methods, NLP, clustering (knn, PCA), decision trees, random forest, collaborative filtering, convolutional networks, reinforcement learning, XGBoost, and more

**Cloud:** GCP, AWS

**Deep learning:** Pytorch, Keras, Tensorflow, Fastai

**Statistics:** descriptive statistics, inferential statistics, probability, SEM, A/B testing, multi-level data modeling, and more

**Libraries and Tools:** caret, scikit-learn, mlflow, tidyverse, numpy, matplotlib, ggplot2, pandas, git, github, docker, streamlit

## CERTIFICATIONS

[Harvard Data Science Professional](#)

## Languages

German: Mother tongue | Turkish: Mother tongue | English: Professional | French: A2