

Fatih Uenal

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EDUCATION

Data Science Fellowship (2021)

Postdoctoral Fellowship (2019-2021)

Postdoctoral Fellowship (2016-2018)

Quantitative Social Sciences, PhD (2014-2017)

Faculty AI London

University of Cambridge

Harvard University

Humboldt University of Berlin

EXPERIENCE

Company: DataIQ - Data Science Consultancy

01/01/2024 - Present

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 | Facebook Robyn): [Demo App](#)
 - Customer Lifetime Value with Machine Learning (CLV | RFM): [Demo App](#)
 - Causal Machine Learning Marketing (Uber's CausalML)
 - Customer Segmentation Analysis (Scikit-learn | H2O)
 - NLP Topic Modeling Customer Survey (PyCaret | GENSIM)
 - Price Elasticity & Automation (XGBoost | pyGAM)
 - A/B Testing
- Finance:
 - Price forecasting (Multivariate | ARIMA | LSTM)
 - NLP For Predictive Business Modeling (Text Recipes)
 - Deep Learning for Loan Default Scoring (Torch | Tabnet)
 - Time Series with Spark (Modeltime | Google Analytics Forecast)
 - Forecasting at Scale (MetaFlow | Modeltime | AWS)
 - Bankruptcy Prediction AP (H2O | MLFlow)
- Survey Methodology and Data Analysis:
 - Survey design and execution (cross-sectional, experimental, longitudinal) in Qualtrics
 - Descriptive and inferential data analysis (R, Python, SPSS, STATA)
 - Data visualization

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.
- Scientific consulting for the Energy Department, Etat de Vaud, Switzerland.

Company: Fossil Fuel Non-Proliferation Treaty Initiative

01/02/2021 - 31/12/2023

Title: 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, Spark, Databricks

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

Deep learning: Pytorch, Keras, Tensorflow, Fastai

Statistics: descriptive statistics, inferential statistics, probability, Bayes, structural equation modeling, A/B testing, multi-level data modeling, meta-analysis

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

CERTIFICATIONS

[Harvard Data Science Professional](#)

[Measuring Causal Effects in the Social Sciences](#)

[Quantitative Methods](#)

Languages

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