

Alfred Prah

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An intellectually curious individual driven by Consumer Behavior.

EDUCATION

Master of Science in Data Science, 2021
GPA: 3.43/4.00

Vanderbilt University, Nashville, TN

Bachelor of Arts in Communication of Science and Technology, 2019
Minor: Corporate Strategy

Vanderbilt University, Nashville, TN

SKILLS

Text Mining	Data Visualization	Exploratory Data Analysis
Machine Learning	Predictive Modeling	Data Management Systems (SQL)
Project Management	Probability and Statistical Inference	Programming and Simulation (Python, R)

EXPERIENCE

Data Scientist, Vanderbilt Data Science Institute
(Legal Document Classification)

February 2020 – Present

- Using Deep Learning and cutting-edge Natural Language Processing techniques to predict settlement and 54 other outcomes of class-action lawsuits.
- Data: ~3,000 legal cases with 18,000 PDFs overall, some of which are not text-readable.
- Structure: Each legal case is in its own directory with a Case number as its directory name, and each case folder contains multiple (2-10) files.

Machine Learning Buchanan Fellow, Jean and Alexander Heard Library
(Optical Character Recognition and Speech Synthesis)

January 2020 – Present

- Using Machine Learning techniques to transcribe Vanderbilt University's archival documents by teaching a computer to recognize handwriting.
- Exploring the field of Speech Synthesis through the newly transcribed archival documents.

Brand Marketing Intern, Jumpstart Foundry (Venture Capital Firm)

January 2019 – April 2019

- Organized a virtual sales pitch competition for about 50 healthcare startups based in the United States.
- Performed A/B testing operations thorough knowledge of available analytics & data.
- Represented the company at Healthcare Portfolio Startup showcases.

Independent Marketing Research, Owen School of Management

May 2018 - December 2018

- Embarked on a full-swing, independent, marketing research journey to unravel the complex nature of Psychographics & Emotional Motivators, in relation to Consumer Behavior.
- Synthesized and analyzed consumer demographics, preferences, and buying habits, to aid in the development of marketing campaigns and research materials.
- Analyzed, Interpreted and reported research findings to Dr. Dawn Iacobucci, E. Bronson Professor of Marketing on a weekly basis, to provide recommendations on maximizing opportunities and investments.

Founder & CEO, Dono Clothing

June 2014 - December 2018

- Established a contemporary clothing store to inspire a revolution of cultural assimilation and appreciation.
- Supervised a team of 5 employees and approved all fittings, samples and garments before production.
- Managed and analyzed Customer Databases to inform and enhance Consumer Promotion efforts.
- Designed and published ads to increase website traffic and enhance brand recognition.

Project Manager, Events at Vanderbilt

May 2018 - August 2018

- Communicated project scope, schedule, and budget effectively to customers and colleagues.
- Led a team of 7 people in the development of an online, interactive customer offering/service workbook.
- Validated requested action by researching to ensure accuracy/completeness of instructions, identified/explained why the action is necessary, and developed process to support these actions.