

Alfred Prah

Nashville, TN | 815-585-6481 | alfred.j.prah@vanderbilt.edu | [Portfolio](#) | [LinkedIn](#)

An intellectually curious individual driven by Consumer Behavior.

EDUCATION

Master of Science in Data Science, 2021

Vanderbilt University, Nashville, TN

GPA: 3.52/4.00

Bachelor of Arts in Communication of Science and Technology, 2019

Vanderbilt University, Nashville, TN

Minor: Corporate Strategy

EXPERIENCE

Data Science Research Asst., Vanderbilt Research on Conflict and Collective Action (ROCCA) Lab

May 2020 – Present

- Created informative visualizations and user-friendly dashboards to explore the link between civilian-led collective action and conflict trajectories.
- Used text data to build descriptive social networks that highlight hundreds of key conflict actors, their respective affiliations, and how their activities have changed over time.
- Designed and built a deep learning classifier that predicts civilian sentiments with an 81% accuracy.

Data Science Intern, OhanaHealth

May 2020 – August 2020

- Created user profiles and segments to enhance marketing efforts for hundreds of recruiters and thousands of job applicants.
- Designed, implemented and deployed a hybrid, deep-learning, recommendation engine to surface personalized information to thousands of users.
- Performed A/B Testing to determine how different users interact with the different recommender systems deployed.
- Validated incoming data to check information accuracy and integrity while independently locating and correcting concerns.

Data Science Research Asst., Vanderbilt Data Science Institute

February 2020 – May 2020

(Deep Learning in Natural Language Processing)

- Used Deep Learning and cutting-edge Natural Language Processing techniques and frameworks (RoBERTa and Fast.ai) to build a hybrid model that can 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

January 2020 – May 2020

(Optical Character Recognition and Speech Synthesis)

- Used Machine Learning tools and techniques to transcribe 100s of archival documents by teaching a computer to recognize handwriting.

Consumer Behavior Researcher, Vanderbilt Owen School of Management

May 2018 - December 2018

(Psychographics and Emotional Motivators)

- 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 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.

SKILLS

Network Analysis

A/B Testing

Optimization

Bayesian Statistics

Topic Modeling

Data Structures & Algorithms

Experimental Design

Natural Language Processing

Sequences, Time Series & Prediction

Quantitative Marketing Analysis

Neural Networks & Deep Learning

Programming and Simulation (Python, R, SQL)