Alfred Prah

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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 Intern, GEODIS — January 2021 – Present
• Implemented, optimized and pushed 171 Time Series models into production to forecast volume and labor demands in the warehouses of 15 different clients/accounts.

Teaching Assistant - Modalities of Textual Analysis (AWS, Databricks, Apache Spark) — September 2020 – Present
• Collaborate with lead teachers to recognize academic issues students are facing and recommend solutions.

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	Topic Modeling	Natural Language Processing
Experimental Design	Optimization	Bayesian Statistics	Sequences, Time Series & Prediction