ATHARVA YEOLA

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SUMMARY

Data Scientist with experience in building recommender systems, causal frameworks, and real-time analytics that drive user engagement and product strategy. From modeling nationwide behavior shifts to deploying data pipelines in production, I turn data into action with impact-focused experimentation and intuitive insight delivery.

EDUCATION

University of California San Diego (UCSD)　　　　　　　　　　　　　　　　**Sep 2023 – Jun 2025**
Master of Science (M.S) – Machine Learning & Data Science　　　　　　　　　　*San Diego, USA*

Pune Institute of Computer Technology (PICT)　　　　　　　　　　　　　　**Aug 2019 – Jun 2023**
Bachelor of Engineering (B.E) – Electronics & Telecommunication　　　　　　　　　*Pune, India*

WORK EXPERIENCE

Data Scientist, Analytics　　　　　　　　　　　　　　　　　　　　　　　**Jul 2024 – Jun 2025**
Qualcomm Institute - UC San Diego Division of Calit2　　　　　　　　　　　　　*San Diego, USA*
- Headed the causal inference analysis of impact of the U.S. sports betting on gambling addiction via synthetic control and time series forecasting; quantifying a 23% nationwide increase in addiction.
- Created HIVTrends.org, a live dashboard that tracks weekly uptake of at-home HIV test kits; adopted by internal product and public health partners, and steering campaign-budget decisions.

Data Scientist, Product　　　　　　　　　　　　　　　　　　　　　　　**Aug 2022 – Apr 2023**
RhythmFlows Solutions Pvt. Ltd　　　　　　　　　　　　　　　　　　　　　*Pune, India*
- Devised a personalized context-aware music recommender for a mental-health app, curated 75 seed tracks collaborating with psychiatrists, mitigating cold-start; boosted NDCG@10 by 18% and hit-rate@5 by 14%.
- Led a two-week A/B test across 20K patient sessions; context-aware model increased CTR by 33% and average session duration by 20% over the collaborative filtering approach, directly informing playlist design and user segmentation strategy.
- Productionized the model on AWS Sagemaker with continuous training and rollout, ensuring seamless scalability.

Data Scientist　　　　　　　　　　　　　　　　　　　　　　　　　　　**Jan 2022 – Jun 2022**
Atomic Loops　　　　　　　　　　　　　　　　　　　　　　　　　　　　*Pune, India*
- Spearheaded a cross-functional team to launch a real-time computer vision pipeline (YOLOv5 + Raspberry Pi) that surfaced conveyor KPIs, hit 98% detection accuracy, and lifted customer footfall by 30%.
- Partnered with Hardware, Ops, and Product teams to sync belt speed with model latency and ship live dashboards, increasing operational efficiency 3x and boosting revenue by 12% MoM.

PROJECTS

StorePulse | 🔗 *Python, Pandas, PySpark, SQLite, Dash*
- Developed a medallion-architected ETL pipeline (Bronze→Silver→Gold) on 10k+ Superstore rows, automating daily parquet and SQLite table refreshes.
- Modeled a star schema in SQLite (`dim_date`, `dim_category`, `dim_region`, `fact_sales`), powering an interactive Plotly Dash dashboard of sales trends, margins, and top customers.

CommerceFlow | 🔗 *PySpark, SQL, Plotly Dash, Cohort Analysis, RFM Segmentation*
- Analyzed 2M+ user events to map the end-to-end funnel (view → cart → purchase); uncovered a 96% checkout drop-off and presented actionable insights to inform conversion optimization strategy.
- Delivered a self-serve dashboard with cohort retention, pricing-tier adoption, and 6-month sales forecasting to support product planning and campaign performance reviews.

RetailLens | 🔗 *YOLOv8, SuperGlue, OpenCV, Docker*
- Developed a real-time computer vision system for retail shelves using YOLOv8, achieving 80% average precision across detecting and localizing on-shelf products.
- Enhanced fine-grained product identification across varied layouts using SuperGlue-based feature matching, and containerized the system with Docker for seamless cross-platform deployment in edge environments.

TECHNICAL SKILLS

Programming – SQL, Python, R, Pandas, NumPy, PySpark, Scikit-learn, dplyr
Data Management – MySQL/PostGreSQL, Excel, ETL, BigQuery, Redshift, Adobe/ Google Analytics
Visualization Tools – Tableau, Power BI, DBT, Plotly, Matplotlib, Seaborn, Metabase
Cloud & Deployment – AWS, Azure, Docker, CI/CD, GitHub Actions
Other – A/B Testing & Experimental design, Probability, Statistics, Cohort Analysis, Forecasting