

# PRAKHAR PRATYUSH

Senior Data Scientist | Analytics + Automation

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## EXPERIENCE

April 2021 – present

### Senior Data Scientist

Yum! Brands - (acquired kvantum.ai)

Gurugram, India | Remote

- Marketing Mix Modelling/ Automation
  - build end to end Marketing Mix Models using regression methodology to quantify the impact of media channels and spends across 200+ DMAs (Designated Market Area) for different Yum Brands (KFC, PizzaHut, Taco Bell) across 15+ countries.
- Customer Analytics (Taco Bell - Data Pipeline)
  - created a data pipeline for customer segmentation and transaction analysis on incremental data for faster and automated processing using PySpark and Parquet.
- Analytics Platform
  - deployed kafka cluster as a distributed message queueing system to scale the platform to handle millions of model submissions per second, and replicate data across multiple nodes to achieve data persistence and make it fault tolerant in case of server failure.

Dec 2019 – Mar 2021

### Data Scientist - Analytics Platform

kvantum.ai

Gurugram, India | Remote

- Marketing Mix Modelling
  - Implemented statistical algorithms based on Generalized Linear Models, Kalman Filter and PCA for Marketing Mix Modelling to estimate the effectiveness of each channel/ campaign which help clients improve their ROI by optimising their marketing strategy.
  - Implemented core algorithms using Julia programming language to achieve 50x speedup compared to Python.
- Analytics Platform
  - Designed and deployed backend and data pipeline for a SaaS application (Analytics Platform) by exposing the core modelling algorithms/ workflows to RESTful API using FastAPI and Redis.
  - Designed an automated SQL query generator based on a JSON model definition to fetch model data from Postgres database for different workflows.

## OPEN SOURCE CONTRIBUTIONS

2017

### Gensim

<https://github.com/RaRe-Technologies/gensim>

Remote

- Fixed a few bugs related to FastText and Word2vec in Gensim repository on github.
- Found a bug in a fastText trained model, which facebook acknowledged and updated later. <https://github.com/facebookresearch/fastText/issues/218>

## PROGRAMMING

Python, Julia, PyTorch  
Pandas, Statsmodels, sklearn  
SQL, PySpark

## ACHIEVEMENTS

- 🏆 Innovation Award at Kvantum
- 🏆 Ropkund Trek Summit  
16000 ft Altitude, Uttarakhand

## EDUCATION & CERTIFICATIONS

B.Tech, ECE IIT Roorkee, 2019  
Statistics Edx (MITx)  
Machine Learning Coursera (Andrew Ng)