

POURNAMI PRAKASH

Data Scientist | Machine Learning | Experimentation | Statistical Modeling | Python, SQL
St. Louis, MO | Open to Relocation | (585) 540-0262 | pournami.prakash.38@gmail.com | LinkedIn | Portfolio

EXPERIENCE

University of Rochester IT - Business Intelligence & Data Warehousing

May 2026 - Present

Data Warehouse Analyst I

Rochester, NY

- Develop an LLM-assisted report catalog and retrieval knowledge base across Oracle, Denodo, Cognos, Tableau, and Workday to surface KPI definitions, SQL logic, field mappings, lineage, and business context.
- Translate stakeholder requirements into dimensional and snowflake models, SQL validation checks, and reconciliation workflows that keep enterprise reporting consistent and auditable as sources change.

University of Rochester IT - Business Intelligence & Data Warehousing

Jun 2025 - Dec 2025

Data Science Intern

Rochester, NY

- Integrated and modeled 100K+ HR, student, and operational records using Python, SQL, Airflow, Oracle, and Denodo; published validated datasets for Tableau, Power BI, and Cognos reporting.
- Built early-term student-success models from engagement and background signals using regression, SMOTE, XGBoost, Random Forest, and Gradient Boosting; delivered course-level risk monitoring in Tableau.

Butler/Till - Marketing Analytics Client Capstone

Sep 2025 - Dec 2025

Data Science Consultant

Rochester, NY

- Built hierarchical Bayesian media-mix models with adstock and Hill saturation across 188 DMAs, estimating channel response, ROI, carryover, saturation, marginal returns, and geographic variation.
- Automated media, KPI, and DMA-context pipelines and built geo-aware Tableau dashboards for scenario comparison; presented channel-budget recommendations to marketing stakeholders.

UR Health Lab - University of Rochester Medical Center

Jun 2025 - Oct 2025

Research Assistant

Rochester, NY

- Constructed longitudinal cohorts from 14K+ EHR and Doppler ultrasound records by defining inclusion logic, joining encounters and exams, and resolving cross-encounter inconsistencies.
- Engineered clinical features and trained progression models with scikit-learn, PyTorch, and cross-validation; used MLflow, Docker, and Azure DevOps to reduce experiment turnaround time by 30%.

EY Global Delivery Services

Aug 2022 - Jul 2024

Software Engineer

Kerala, India

- Built Python automation, data-validation, and CI/CD testing frameworks from scratch for enterprise e-commerce and insurance systems, increasing testing throughput by 70%.
- Validated CRM and transactional data across purchasing, order, inventory, and catalog workflows and investigated API, integration, and regression failures through log analysis and root-cause debugging.

SELECTED PROJECTS

Criteo Ad Incrementality & Uplift Modeling

Jun 2026

Python, LightGBM, scikit-learn, A/B testing, causal inference

- Measured ad incrementality on a 13.98M-row randomized holdout using intent-to-treat lift, bootstrap confidence intervals, exposure-aware sensitivity analysis, and treatment-effect segmentation.
- Compared T-, S-, X-, and transformed-outcome learners using Qini, AUUC, uplift calibration, and fixed-budget simulation; a top-5% policy estimated 1,575 incremental conversions versus 124 from random targeting.

F1 Bulletin - Formula 1 Intelligence Platform

Dec 2025 - Mar 2026

Python, SQL, Snowflake, PostgreSQL, XGBoost, Next.js

- Built an end-to-end analytics platform ingesting telemetry, lap, qualifying, sprint, race, and news data into PostgreSQL and Snowflake through Python loaders and scheduled workflows.
- Engineered driver, constructor, circuit, tyre, and survival features; modeled race outcomes with Bayesian priors, Monte Carlo simulation, and XGBoost/Ridge fallbacks, then served calibrated predictions through Next.js and REST APIs.

TECHNICAL SKILLS

Programming & ML: Python, SQL, R, Java, pandas, NumPy, scikit-learn, PyTorch, TensorFlow, XGBoost, LightGBM, CatBoost, PyMC, statsmodels, SHAP

Statistics & Methods: EDA, hypothesis testing, A/B testing, causal inference, Bayesian modeling, regression, classification, clustering, forecasting, time series, uplift modeling, calibration, anomaly detection

Data Engineering & MLOps: Spark, PySpark, Databricks, Delta Lake, Airflow, Snowflake, Oracle, Denodo, PostgreSQL, MLflow, Docker, Git, GitHub Actions, AWS, Azure DevOps

NLP, GenAI & Visualization: Hugging Face, BERT, embeddings, RAG, LangChain, GraphSAGE, Tableau, Power BI, Cognos, Streamlit, Plotly

EDUCATION

University of Rochester

Aug 2024 - Dec 2025

Master of Science, Data Science

Rochester, NY

APJ Abdul Kalam Technological University

Aug 2018 - Jun 2022

Bachelor of Technology, Information Technology

Kerala, India