

EMEKA AMADI

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[LinkedIn](#) | [Portfolio](#)

TECHNICAL SKILLS

Programming Languages: Python, SQL (MySQL, PostgreSQL), PySpark; **Data Analysis and Machine Learning:** Pandas, Scikit-learn, NumPy, TensorFlow; **Data Visualization:** Power BI; **Other:** Databricks, AWS, PySpark.

EDUCATION

UNIVERSITY OF MICHIGAN

Masters of Applied Data Science, GPA: 3.92

Ann Arbor, MI

August 2022 – December 2023

UNIVERSITY OF PITTSBURGH

Bachelor of Science in Bioinformatics, Minor in Chemistry, GPA: 3.48

Pittsburgh, PA

August 2016 – May 2020

WORK EXPERIENCE

EKIMETRICS (Marketing Analytics Consulting)

New York, NY

Data Scientist

July 2025 – Present

Junior Data Scientist

June 2024 – July 2025

- Enabled a 37% increase in marketing spend while retaining ROI for a fortune 500 company by building Bayesian Marketing Mix Models to inform advertising and promotion budget allocation, leveraging time series analysis and internal modeling packages.
- Improved data accuracy by writing ad hoc SQL queries to investigate discrepancies and create structured data views to power validation dashboards in Power BI.
- Reduced data ingestion-to-modeling time by 20% and accelerated adoption across teams by enhancing the ingestion and mapping modules of a Databricks-based data pipeline, leveraging Spark and Jinja to enable template-driven product development.
- Created a strategic roadmap that informed YoY budget reallocation to drive up to 2x sales growth at the franchise level by analyzing historical media performance, applying MMM insights, and modeling marginal returns across channels.

LINCOTE LABS (Computer Vision AI Startup)

Detroit, MI

Data Science Intern

October 2023 – May 2024

- Improved defect detection precision by 4% by engineering image preprocessing solutions with OpenCV and training and evaluating CNN-based object detection models, enhancing quality inspection accuracy in manufacturing.
- Led an end-to-end, weeklong onsite proof of concept for an automotive manufacturer, managing data collection, model training and evaluation, and stakeholder delivery, resulting in a successful deployment.
- Increased annotation efficiency 2x by developing a Python-based image auto-annotation pipeline, reducing manual labeling time and accelerating the training data preparation process.

VOLUNTEER & PROJECT EXPERIENCE

HACK FOR LA

New York, NY

Food Oasis of LA Dashboard

April 2025 – Present

- Developed an interactive dashboard using Google's Looker Studio to display audience reach (+X%) and maintenance reduction (−X%) from hosting food programs on the FOLA platform versus independently, enabling centralized resource management for food pantries and banks across Los Angeles.
- Conducted socioeconomic and geospatial analysis in Pandas to identify Los Angeles Neighborhood Councils and City Council districts with the highest food insecurity, informing outreach and resource allocation strategies.
- Improved data quality by validating historical food program records through manual verification of food bank events across public Neighborhood Council websites, ensuring accuracy in downstream dashboard insights.

SHORT TERM STOCK SURGE PREDICTION PROJECT

Detroit, MI

[Project Link](#)

August 2023 – October 2023

- Designed a stock surge prediction model using Coinbase limit order book data, uncovering actionable intraday trading signals through a custom feature pipeline and ensemble learning, achieving 88% accuracy in identifying profitable surges.
- Engineered predictive features from raw time-series data using Pandas and applied a variety of unsupervised and supervised approaches, including but not limited to KMeans and a Voting Classifier, to test multiple experimental designs.
- Improved prediction reliability and interpretability by addressing class imbalance with resampling techniques, analyzing feature impact using SHAP, and developing custom scoring functions to surface the most predictive clusters.

ENTREPRENEURIAL EXPERIENCE

EA SOLES

Detroit, MI

Founder

March 2020 – December 2022

- Launched and scaled a sneaker and streetwear resale business, overseeing sourcing, pricing, fulfillment, and customer relations generating over \$250K in annual revenue through demand forecasting and real-time market strategy.
- Leveraged data analysis using Pandas to track order success rates, pricing trends, and product availability, refining acquisition strategies and improving resale margins.
- Managed supplier relationships and customer communications, streamlining fulfillment and fostering a loyal, repeat client base through responsive service and personalized outreach.