

UMUT ALTUN

SENIOR DATA SCIENTIST | MSc Data Science

Senior Data Scientist with 7+ years of experience in mobile gaming, subscription-based apps, and telecommunications. Track record of building LTV forecasting models, subscription prediction systems, and marketing analytics frameworks across products reaching 1B+ users. Combines deep expertise in statistical modeling and experimentation with hands-on experience in LLM-powered data systems and agentic AI pipelines.

WORK EXPERIENCE

Senior Data Scientist

2022 – Present

TapNation — Mobile Gaming

- Developed a cohort-based LTV prediction system using dual ML approaches — ARPDau x Retention modeling with power-law curve fitting and coefficient-based normalized revenue models — with Monte Carlo sampling for confidence intervals, deployed on AWS Lambda for 100+ partner studios.
- Built revenue and margin projection dashboards (Streamlit) enabling scenario-based forecasting across D1-to-M11 user lifecycle periods, using weighted cohort aggregation and growth-rate extrapolation for a portfolio surpassing 1 billion downloads.
- Designed a real-time bid and ROAS optimization engine serving 10+ ad networks (Meta, TikTok, Google, Unity, AppLovin), implementing adaptive step-sizing algorithms for CPI, t-ROAS, and CPE campaign types — deployed as serverless functions on AWS.
- Built Marketing Mix Modeling (MMM) pipelines to quantify organic revenue distribution and optimize marketing spend allocation across channels.
- Developed an LLM-powered Text2SQL system enabling non-technical teams to query business data through natural language, reducing dependency on data team for ad-hoc analytics.
- Led user acquisition analytics instrumental in TapNation's acquisition of Tarentum, demonstrating scalable growth through data-driven campaign strategies and cohort performance analysis.

Marketing Data Scientist

2025 – Present

Wavera (Famefy App) — Social Media Tech

- Built a subscription LTV prediction system using power-law curve fitting for renewal modeling, EMA-based trial conversion forecasting, and late-conversion multipliers — enabling pROI calculation within days of user install via RevenueCat and AppsFlyer data pipelines on BigQuery.
- Designed multi-tier segmentation framework (country, media source, platform, product) with automated weekly cohort refresh and fallback chains, powering Looker dashboards for real-time marketing spend optimization.

Data Analytics Consultant

2018 – 2022

P.I. Works — Telecom AI

- Built end-to-end automated reporting pipelines — from field drive test data ingestion to CEO-level presentations — replacing manual workflows and enabling single-click report generation across multiple cities.
- Developed radio network parameter optimization and monitoring systems with automated alarm pipelines for real-time tracking and reporting of configuration changes.
- Delivered automated trend analysis reports for major operators (Beeline, Telefonica, O2) during the COVID-19 period, enabling data-driven network capacity planning at scale.

CONSULTANCY

AI Consultant — Text2SQL Agent

2024 – 2025

Backlogix — Restaurant & Hospitality Tech

- Designed and deployed an end-to-end Text2SQL system enabling restaurant and cafe operators to query sales, inventory, and stock data via natural language — from schema understanding through query generation to result presentation.

AI Consultant — Educational Content Generation

2025

Pingula — EdTech

- Architected an LLM pipeline for automated exam question generation from Grade 5 through university entrance level, implementing a multi-agent system (question generator, option generator, LLM judge) grounded in official curriculum materials.

CONTACT

+39 347 310 29 10
altunumut13@gmail.com
Rome, Italy

TECHNICAL SKILLS

Languages & Tools

Python, SQL, R, Git, Docker, Bash, PostgreSQL, SQLite

Data Science & Analytics

Predictive Analytics, LTV Forecasting, Probabilistic Programming, A/B Testing, MMM (LightweightMMM, Robyn), Prophet, Statistical Modeling, Experimentation

AI & LLM

LangChain, LangGraph, Google ADK, Agno, RAG, Text2SQL, Agentic AI, Fine-tuning, NLP, Prompt Engineering

Cloud & Infrastructure

GCP, AWS, BigQuery, Vertex AI, CI/CD Pipelines, Streamlit, Looker

LANGUAGES

Turkish — Native
English — C1 Advanced
Italian — B1 Intermediate

EDUCATION

M.Sc. Data Science

Sapienza University of Rome
2023 – 2025 | GPA: 25.05/30

Thesis: 5G/6G Parameter Configuration with Agentic AI — Designed RAG systems and agentic pipelines leveraging open-source and closed LLMs to automate telecom parameter configuration.

Key Courses: Statistical Methods in DS, Statistical Learning, Advanced ML, Algorithmic Data Mining, Big Data, Neural Networks, Cloud Computing

B.Sc. Electronics & Comm. Eng.

Istanbul Technical University
2014 – 2019 | GPA: 3.13 / 4.00

Erasmus Exchange

VSB – Technical Univ. of Ostrava
2017 – 2018 | GPA: 3.20 / 4.00

INTERESTS

Semi-Professional Football
Tennis & Running
Tech & Data Podcasts
Travel
Vintage Collecting