Deniz Yasar

Senior Data Specialist & Applied AI | *M.Sc. Artificial Intelligence, B.Sc. Physics*
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Experience

McDonald's Germany — Munich, Germany

Senior Manager – Revenue Growth Management & Pricing Systems — *Mar 2026 – Present*

- Coordinated the development and strategic alignment of algorithmic pricing strategies and predictive elasticity models, translating quantitative simulations into executive decisions to drive a +20.6% cashflow improvement across franchise networks.
- Engineered customer propensity and churn models to automate targeting for multi-channel digital campaigns, significantly improving user acquisition and conversion efficiency.
- Led the strategic deployment and market-wide roll-out of an ML-based dynamic Pricing Engine, unifying customer segmentation and Lifetime Value (CLV) models to generate a +2% lift in transactions.

Manager – Lead Customer Analytics & Data Science — *Jun 2024 – Feb 2026*

- Designed and deployed automated behavioral segmentation pipelines leveraging mobile app transactional data, optimizing conversion funnels across 20M+ users to support EUR 2B+ in annual digital sales.
- Served as technical lead across product engineering and analytics teams, defining data contracts, API integration specs, and analytical schemas for cross-functional initiatives.
- Mentored a team of 2 analysts; standardized team analytics workflows by establishing reproducible Python/SQL pipelines and robust automated data validation checks.

Specialist – App Analytics & Data Engineering — *Nov 2021 – May 2024*

- Engineered distributed ETL pipelines in Databricks (PySpark, SQL) processing 1.4M+ daily transactional records; optimized Spark partitions and query performance to reduce pipeline runtime.
- Designed end-to-end A/B testing frameworks, implementing statistical power calculations, sample-size sizing, and hypothesis testing that yielded a +79% increase in mobile coupon engagement.
- Architected scalable feature stores and data aggregation layers to track user lifecycle metrics, enabling seamless analytical scaling as active app users expanded from 3M to 20M+.

Projects

Multimodal Wearable AI Assistant (M.Sc. Thesis) | *PyTorch, CUDA, Whisper, FastPitch, Gemini*

- Architected an asynchronous producer-consumer pipeline streaming real-time audio and egocentric video from Meta Ray-Ban Smartglasses via headless Selenium automation.
- Built a low-latency conversational loop with **Faster-Whisper** (0.15s STT latency), **Gemini 2.5 Flash-Lite**, and **NVIDIA FastPitch** for expressive TTS (RTF < 0.1).
- Deployed **ArcFace** at **>100 FPS** on NVIDIA GPUs using CUDA and mixed precision, enabling sub-second facial recognition and real-time GDPR-compliant face blurring.

MeetnEat – Full-Stack Dining Platform | *Next.js, Supabase, PostgreSQL, WebSockets*

- Architected a full-stack web application using Next.js (App Router) and Supabase for real-time dining discovery and social event coordination.
- Engineered PostgreSQL schemas with Row-Level Security (RLS) and integrated Supabase Realtime (WebSockets) for instant multi-user synchronization.

Education

South Westphalia University of Applied Sciences — Iserlohn, Germany

Master of Science (M.Sc.) in Applied Artificial Intelligence — *Oct 2023 – Jan 2026*

- **Master's Thesis:** Real-Time Multimodal Smartglasses Assistant (Grade: 1.0 [best])
- **Focus Areas:** Computer Vision, Deep Learning, Speech Processing (ASR/TTS), Large Language Models.

Ludwig Maximilian University of Munich (LMU) — Munich, Germany

Bachelor of Science (B.Sc.) in Physics — *Oct 2018 – Jun 2021*

- **Bachelor Thesis:** *Phenomena of Stars in the Presence of Near Supermassive Black Holes*

- Conducted an extensive scientific literature synthesis on Tidal Disruption Events (TDEs), evaluating theoretical frameworks of relativistic accretion flows and super-Eddington jet dynamics.
- Synthesized and comparatively analyzed multi-wavelength empirical survey data (X-ray, UV, optical from *Swift*, *GALEX*, *Pan-STARRS*) against theoretical power-law decay models ($t^{-5/3}$).
- **Focus Areas:** Theoretical Astrophysics, Differential Equations, Statistical Mechanics, Mathematical Modeling.

Technical Skills

Languages: Python, SQL
AI & Machine Learning: PyTorch, Keras, OpenCV, Hugging Face, Scikit-learn, LLM APIs, Prompt Engineering, A/B Testing & Causal Inference
Data Engineering & Backend: Databricks, PySpark, PostgreSQL, Supabase, Flask, Next.js, REST APIs
Spoken Languages: German (Native), English (Fluent), Turkish (Fluent)