

# Mikiko Bazeley

applied data science | operations strategy

## connect



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## technical skills



python (scikit, pandas, numpy, genism, spacy, matplotlib, seaborn, scipy, sqlalchemy)

R (tidyR, ggplot, scheduler, Shiny)  
SQL (Redshift, MySql, Oracle)

## software

Unix/Linux, Windows  
Salesforce  
Anaplan  
Tableau, Power BI, Domo,  
Looker  
Excel

## focus areas

planning & forecasting  
advanced analytics

integrated machine  
learning

ds project management  
data visualizations  
mentoring

## interests

gis

supply chain ops &  
analytics

logistics  
centralized planning  
sales forecasting  
customer health scoring  
applied analytics

## summary

Crafting internal data science products for high-growth strategy & operations organizations. Data scientist with deep experience in end to end project delivery & leveraging analysis, visualization, machine learning & NLP to drive revenue operations.

## experience

08/18—curr. **Sr BI Analyst, Sales & Revenue Ops**

WalkMe, San Francisco

*Role: Responsible for leading analytics strategy & executing applied analytics & data science initiatives for the sales organization.*

*Key Outcomes:*

- ♦ **Demand Model:** Created first company bottoms-up sales demand model predicting necessary marketing/non-marketing spend in order to meet company revenue targets using Redshift, python, Tableau. Model results provided early warning on underperformance of lead gen engine & potential risk of \$4M+ global revenue target miss.
- ♦ **Pipe Allocation Model:** Created first company model that automates allocation of high-level lead generation targets from demand model to teams & individual sales reps based on quota, start date & quota ramp. Model output ingested into external BI tools for real-time tracking of sales rep progress & actionable insight into opportunity velocity, leading to improvements in sales forecasting within +/- 10% points.
- ♦ **Sales Qualification Model:** (see Projects section for more details)
- ♦ **Account Portfolio Modeling:** Utilized bootstrap & permutation tests to analyze volatility of growth of account manager portfolios in order to verify key assumptions of new commission plans.
- ♦ **Account Scoring & Propensity to Purchase Model (WIP):** Leverage NLP processing techniques & random forest model to predict potential value of prospect accounts in order to allocate accounts to sales rep portfolios to improve quality of outbound sales efforts & sales forecasting.

07/17—08/18 **Data Scientist, Customer Adoption**

Autodesk, San Francisco

*Role: Sole data science asset focused on understanding & driving user adoption of core products of construction software portfolio.*

*Key Outcomes:*

- ♦ **Customer Health Scoring & Automated Engagement:** Created customer scoring model in R utilizing account demographics, subscription & product usage data to flag customers struggling with product adoption. Model outputs scheduled for upload to Salesforce & Domo via scheduler, RForcecom, etc. with status reports automatically emailed to account owners via mailR.

- ♦ **Strategic Reporting:** Created, developed, maintained mission critical reports & dashboards. (via Domo, PowerBI, Looker, Tableau) -- Managed 40+ business partners across 3 time zones, including executive staff & senior leadership.

10/16—07/17 Analyst, Strategic FP&A

Sunrun, San Francisco

*Role: Finance analyst partnered with sales & supply chain organizations for largest residential solar company with special focus on analytics, S& OP planning & forecasting.*

*Key Outcomes:*

- ♦ **Sales Modeling & Planning:** As part of the FP&A team created core financial models in Anaplan used for forecasting sales, sensitivity analysis & planning (annual & quarterly). Collaborated cross-functionally with sales, supply chain, & senior leadership to cut planning time by 75% while improving data fidelity & visibility.
- ♦ **Supply Chain Materials Forecasts:** Utilized time series & look-alike analysis to produce materials forecasts for sales & supply chain in order to decrease change orders & overstock by 25% as well as created volume guidance for new markets & products.
- ♦ **Additional Responsibilities:** Project managed dashboard construction and data modeling with BI engineering team, - including coordinating on business cases, structuring sprint cycles, and user testing JIRA tickets on Oracle BI and Salesforce related feature requests

## published projects

Sales Qualification Model

WalkMe, San Francisco

- ♦ Implemented first predictive model for sales organization utilizing gradient boosted tree model (XGBoost) to classify qualification of sales demo calls in order to improve forecasting efforts. Attained ~80% accuracy & demonstrated value of implementing machine learning in sales org leading to expansion of BI team focus on machine learning related initiatives. (<https://bit.ly/2XDSkth>)

Predicting Kickstarter Campaign Outcomes Using NLP Feature Engineering

Personal

- ♦ Incorporated NLP feature engineering techniques (Bag-of-Words, N-Grams and TFIDF-vectorizer) & SpaCy package to use both quantitative & text data to predict outcomes of Kickstarter campaigns. (<https://bit.ly/2XmtFVD>)

## education

2018 Data Science – NLP Track

Springboard, San Francisco

2013 B.A., Economics/Anthropology

UC San Diego, La Jolla

## certifications

04/18 - curr. Supply Chain Management MicroMasters

MITx

01/16 - curr. Database Programming: MySQL

CCSF, San Francisco

12/13 - 04/14 Supply Chain Management MicroMasters

MITx