

# Mikiko Bazeley

applied data science | growth 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

## summary

Decision scientist passionate about crafting bespoke data science products for high-growth start-ups and tech companies. Contributor with 5+ years leveraging data science, machine learning and advanced analytics to drive operations & strategy. Outside of my primary role as a Data Scientist focused on growth at Livongo, I also mentor for various data science programs (Data Science Dream Job, etc.) and consult for startups building ML/AI products in industries as diverse as real estate, fitness, etc.

## experience

10/19—curr. **Data Scientist II, Growth Marketing**

Livongo, San Francisco

*Role: Collaborate closely with leaders at Livongo to deliver world-class decision support for growth marketing and helping increase Livongo's reach and impact for people living with chronic and behavioral conditions. Focus: Segmentation, Experimentation, Forecasting, Predictive Modeling.*

10/19—curr. **Mentor, Data Science**

Data Science Dream Job, San Francisco

*Role: I help people break into Data Science and get their first job. DSDJ has a vibrant data community and a program which provides a clear roadmap and systematic approach to help students or career switchers/enhancers transition into this exciting field. I serve as a mentor, including creating learning content, hosting office-hours and conducting mock interviews.*

05/19—curr. **Consultant, Data Science**

Sidewalk.ai, San Francisco

*Role: Consult on product roadmap for stealth-node startup focused on residential real estate. I work with the CEO on infrastructure, data acquisition, productizing our machine learning models, and creating a data engineering practice.*

08/18—10/19 **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 & media mention

### 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>)

### From Hair Salon Receptionist to Data Scientist & Mentor

Media Mention

- ♦ Alumni spotlight on Springboard blog post that talks about my experience as a successful alumni of the Springboard Data Science bootcamp and transition to a mentorship role. (<https://bit.ly/2TICUSd>)

## 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