

Mikiko Bazeley

data science & machine learning for mission-driven tech

connect



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focus areas

planning & forecasting
advanced analytics

integrated machine
learning

ds project management
data visualizations
mentoring

🔧 technical skills

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

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

Tableau, Domo, PowerBI, Oracle BI,
Rapidminer, Looker

Jupyter, Visual Studios, PyCharm,
Eclipse

Databricks, Apache Nifi

education

Bootcamp, Data Science (NLP) –
Springboard

B.A. Economics/ Anthropology –
UC San Diego

summary

Data scientist & machine learning engineer on a personal mission to advance humanity & combat inequality using ML, computer vision, deep learning, NLP, & geospatial analysis.

Individual contributor with 5+ years shipping data-driven solutions for start-ups in the solar, construction, & health-tech space.

Speaker, consultant, and mentor for initiatives & organizations focused on increasing representation in data science & machine learning.

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.

08/18—10/19 **Sr BI Analyst, Sales & Revenue Ops**

WalkMe, San Francisco

Role: Responsible for leading & executing advanced analytics & data science initiatives for the sales organization. Included working with key stakeholders to determine appropriate ML projects, creating ML models, implementing & developing DS best practices, & serving as the key analytics partner to the sales org.

Key Outcomes:

- ♦ **Demand Model:** Created first company pipeline model, using it to set pipeline targets & evaluate pipeline funding options. Monitored trends across the funnel (generation, coverage, conversion) and made strategic recommendations to sales, revenue operations, and marketing leadership on optimizing marketing & sales spend. Created using excel, AWS 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 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.

- ♦ **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.

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

12/13–06/16

Various Roles, Business Operations

Various Start-ups, Bay Area

Roles: Held various roles for a number of early- to mid-stage start-ups in business operations, growth, and customer service.

projects & competitions

Project: Sales Qualification Model: 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>)

Project: Predicting Kickstarter Campaign Outcomes Using NLP Feature Engineering: Incorporated NLP feature engineering techniques (Bag-of-Words, N-Grams and TFID-vectorizer) & SpaCy package to use both quantitative & text data to predict outcomes of Kickstarter campaigns. (<https://bit.ly/2XmtFVD>)

05/20 **Competition: MIT COVID Datathon** - Selected Competitor – Team Finals

03/20 **Competition: WiDs GOSSIS Kaggle Competition** - Top 8% of 800+ teams

certifications

04/18-curr. 01/16	Supply Chain Management MicroMasters Database Programming: MySQL	MITx CCSF, San Francisco
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teaching & consulting

10/19—curr.	Consultant, ML & Product	Sidewalk.ai, Los Angeles
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Role: Consult on product roadmap for stealth-mode 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.

10/19—04/20.	Bootcamp Mentor, Data Science	Data Science Dream Job, San Francisco
10/19—11/19	Bootcamp Mentor, Data Science & Analytics	Springboard, San Francisco

media & honors

06/20 – curr.	Scholarship: GHC Women in Boot Camp Scholarship	AnitaB.org
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06/20	Selected Speaker: (Not IRL) Pride Summit Led 30min Ted talk for over 100+ attendees on data visualization topic, "Visualizing History with Python: Reproducing WEB Du Bois' Paris Exposition Exhibit, 35 years". (https://bit.ly/3fgJY0d).	Lesbians Who Tech
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04/20	Invited Speaker: Women in Data Science Career Panel Two hour panel that featured "women who are successfully navigating the tech industry and developing exceptional work while motivating change." Spoke about how women from non-traditional backgrounds can break into and develop careers in data science. (https://bit.ly/2BOZL86)	General Assembly
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04/20	Podcast Interview: My Story Hour long interview about my journey as a data scientist with the purpose of demystifying the process of breaking into a data science job and the various options available for upskilling. (https://bit.ly/3iO4WFN)	The Artists of Data Science Podcast
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01/20	Blog Post: Featured Alumni Profile for Data Science Track On of the largest online data science bootcamps in the U.S., Springboard chose to highlight my story & success as an alumni of the Data Science career track across multiple channels, including their blog, linkedin, facebook & twitter page. (https://bit.ly/301pkuk). One of my projects is also featured in their knowledge portal as a key example of combining domain expertise with machine learning (https://bit.ly/3fjo1NS). .	Springboard
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