Mikiko **Bazeley**
data science & machine learning for mission-driven tech

connect

✉ mmbazel@gmail.com
✈ linkedin.com/in/mikikobazeley
🐈 github.com/MMBazel
medium.com/@mmbazel

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 shpping 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

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.	Supply Chain Management MicroMasters	MITx
01/16	Database Programming: MySQL	CCSF, San Francisco

teaching & consulting

10/19—curr.	Consultant, ML & Product	Sidewalk.ai, Los Angeles

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

06/20 Selected Speaker: (Not IRL) Pride Summit — Lesbians Who Tech
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).

04/20 Invited Speaker: Women in Data Science Career Panel — General Assembly
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)

04/20 Podcast Interview: My Story — The Artists of Data Science Podcast
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)

01/20 Blog Post: Featured Alumni Profile for Data Science Track — Springboard
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). .