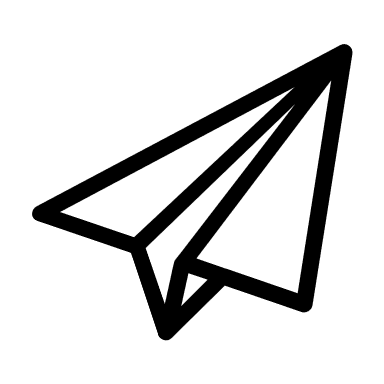
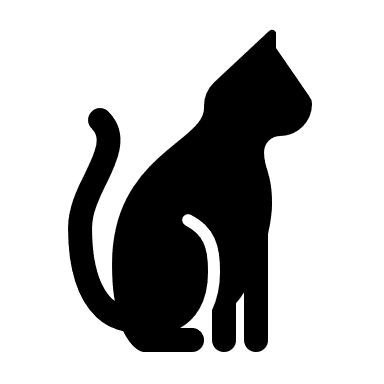
## Envelopeconnect

[mmbazel@gmail.com](mailto:mmbazel@gmail.com)

[linkedin.com/in/mikikobazeley](https://www.linkedin.com/in/mikikobazeley/)

[github.com/MMBazel](https://github.com/MMBazel)

[medium.com/@mmbazel](https://medium.com/@mmbazel)

## focus areas

planning & forecasting

advanced analytics

integrated machine learning

ds project management

data visualizations

mentoring

## Snaketechnical 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.

Mikiko Bazeley

data science & machine learning for mission-driven tech

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.*

**Demand Modeling:** 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 Modeling**: 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 Modeling**: (see Projects section for more details)

**Account Scoring & Propensity to Purchase Modeling**: 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**](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**](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**](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**](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**](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**](https://bit.ly/3fjo1NS)**)**. .