

Kelly Lam

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EDUCATION

Masters of Science, Analytics

Georgia Institute of Technology

Sep 2021 – May 2024

Bachelors of Science, Applied and Computational Mathematics, Minor in Economics

San Jose State University

Sep 2016 – Dec 2020

EXPERIENCE

Netskope

Data Scientist Practicum Student

Jan 2024 - Apr 2024

- Cleaned 900k rows of text data using regex and Pandas leading to a 60% improvement of correct labeling in the Source of Truth.
- Implemented NLP preprocessing techniques to remove stop words and vectorize inputs to feed into scalable models such as Complement Naive Bayes, Random Forest, and Gradient Boosting.
- Accomplished an average of 89% accuracy using EasyEnsemble for class imbalance and cross-validation for model evaluation leading to effective customer marketing and 100M+ in revenue annually.

ServiceNow

Business Intelligence Engineer Intern

May 2023 - Aug 2023

- Achieved 35% faster execution time of a frequently used SQL ETL by pulling 19 new data fields from Snowflake, employing unions, nested joins, window functions, and CTEs to 4M+ rows of data.
- Designed and developed a Tableau dashboard with 3 tabs for all 150+ managers (technical and non-technical) in the company to monitor their team's metrics empowering leadership to draw actionable insights for better management.
- Increased ticket resolution rate of team to 99% by spearheading migration to platform-based dashboarding and monitoring.

Business Intelligence Engineer Intern

May 2022 - Aug 2022

- Streamlined data processing in Snowflake by programming and optimizing SQL scripts, handling typos, record unrolling, and data aggregation of 500k+ rows across 3 granularity levels for Tableau integration.
- Saved teams 10+ hours per week from static report building by automating reports using Tableau's action filters, dynamic sheet switching, and error messaging for 50k newly ingested records per week.
- Built an internal transfers Tableau dashboard for C-suite to make data-driven decisions on efficient workforce planning.

Bloom Energy

Data Analyst Intern

May 2021 - Aug 2021

- Deployed 4 dashboards in Tableau using Salesforce data and Tableau Prep Builder to track project milestones and facilitate cross-functional collaboration which improved timeline accuracy by 20%.
- Led migration of outdated dashboards to Tableau, enhancing adoption by 30% through improved UX design and incorporating innovative features such as sliding date parameters, customizable data cuts, and error messaging.
- Conducted biweekly demonstrations of dashboards to managers and executives ensuring adoption across the organization.

SKILLS

Languages: SQL (MySQL, SQLite), Python, R, JavaScript, HTML, CSS

Libraries: Pandas, NumPy, Matplotlib, Scikit-learn, BeautifulSoup, Selenium, D3.js, PyMC

Visualization Tools: Tableau, Tableau Prep Builder, PowerBI, Streamlit

PROJECTS

Modeling Electric Vehicle Adoption (Python)

- Identified personal, demographic, and socioeconomic predictors to classify adopters/non-adopters of electric vehicles.
- Utilized Random Forest and VIF for feature selection as opposed to Lasso or Ridge due to having labeled data and employed SMOTE to mitigate sampling class imbalance.
- Trained on logistic regression, SVM, decision tree, and K-nearest neighbors and achieved an ROC-AUC score of 0.967.

Yelp Food and Service Aspect-Based Sentiment Analysis (Python)

- Coded an aspect-based sentiment model to classify the polarity of food and service sentiments in Yelp Reviews
- Created a corpus of food and service words using LDA to extract food and service sentences in reviews for modeling.
- Trained Multinomial Naive Bayes, BERT, CLSTM, bidirectional LSTM, Random Forest, and linear Support Vector Machine to achieve an accuracy score of 80%/82% in predicting sentiments.
- Visualized exploratory data analysis with Seaborns, Matplotlib, and WordCloud for users and incorporated a benchmarking tool with an interactive aspect-based sentiment review generator in a web application hosted on Streamlit.