Miliban Keyim

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EDUCATION

MASTER OF DATA SCIENCE
University of British Columbia - Vancouver, BC   2018 – 2019
Capstone Project: Developed an NLP model for the Sauder School of Business to predict market trends by constructing data pipelines (Bash, R, Python, MongoDB) to model corporate relationships from 100K public company filings and built the UI to visualized the results (D3.js).
Coursework: Web and Cloud Computing, Regression, Databases and Data Retrieval

HONOURS BACHELOR'S - COMMERCE   2012 – 2017
Management Information Systems and Analytics
University of Ottawa - Ottawa, ON

COMPETENCIES

data analytics & modelling

data pipeline development

data visualization & dashboarding

TECHNICAL SKILLS

SQL, Hive, Presto, BigQuery

Airflow, AWS (EMR, S3), Superset

Python (Pandas, NumPy, matplotlib, scikit-learn, spaCy)

R, RStudio (tidyverse, dplyr, ggplot)

PowerBI, Tableau, D3.js, RShiny

AWARDS

UBC - Master of Data Science Domestic Scholarship 2018

StoneShare Scholarship 2015

uOttawa Merit Scholarship 2014

uOttawa Admissions Scholarship 2012, 2016

EXPERIENCE

DATA SCIENCE, ANALYST   **Airbnb, Inc.**
Montreal, QC   August 2019 - Present
- Engineered end-to-end data pipelines to segment and label 2.5m Luxe-likely Airbnb users for Lux SEM and email marketing. Resulted to uplifted Plus & Marketplace bookings.
- Led the implementation of email, GDN, and SEM campaign tracking for Lux's data pipelines by collaborating with Engineers and Growth Marketers for ad efficiency tracking.
- Extracted and validated (with SQL, Python) live event logs to create training data used to score incoming Lux leads, resulting in a more cost efficient tROAS bidding system for the SEM team.
- Defined key business metrics used to A/B test listings for display, SEM, and email campaigns. Developed a self-service automated dashboard (with SQL, Airflow, Superset) with conversion metrics for all marketers involved.

DATA VISUALIZATION ANALYST   **Lixar Inc.**
Ottawa, ON   September 2017 - July 2018
- Produced interactive data visualizations of medium to large data sets to clients of multiple industries and Fortune 500 companies with Tableau, PowerBI using SQL.
- Collaborated with professionals in machine learning and data engineering to enable transformation of data into actionable knowledge through creative data design and storytelling-style reporting.

MARKETING ANALYTICS & CX ASSOCIATE   **Export Development Canada (EDC)**
Ottawa, ON   December 2016 - September 2017
- Eliminated 20 hrs/wk dedicated to data entry by automating contact transactional data transformations into the Eloqua marketing system for all corporation wide marketing activities.
- Developed all necessary programs to augment and improve overall data quality in Marketing database by analyzing granular data patterns, while also improving all annual analytic targets.

STRATEGY & OPERATIONS STUDENT   **Export Development Canada (EDC)**
Ottawa, ON   May 2015 - September 2016
- Participated in specialized projects with marketing and research teams at EDC involving data visualization regarding exporter data and the Canadian trade market with Adobe CS.
- Worked with the Market Strategy team to build and transfer processes from a semi-manual Oracle CRM system to an automated system by referring to fine-grain data tables and creating new promotion models, allowing pattern analysis for targeted e-mail campaigns.

FSWEP STUDENT   **Elections Canada**
Gatineau, QC   May 2013 - April 2015
- Aided in the qualitative research of polling conditions, as well as the design and development on information reporting systems for electoral events.
- Independently created the first visualizations of the mapping with Illustrator which later created the foundations for new reporting interface of voter result, resulting in the entire organization using it on Election Day.