LEAH KELLY

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STRATEGIC DATA SCIENTIST

MS Business Analytics candidate at UCLA Anderson specializing in data-driven research and strategic decision-making. Passionate about leveraging the power of data to create a more prosperous, inclusive, and sustainable world. Over five years of experience delivering actionable insights through data analysis and technical project management across industries and global organizations.

Languages: Python, R, MySQL
Software/Databases: MS Excel VBAs/Solver, SAS, SQL Server, MS Access, Spark, MongoDB, Neo4j, Relativity
Visualizations: Tableau, ggplot, matplotlib, plotly
Machine Learning: CARET, scikit-learn, keras, tensorflow

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT   Los Angeles, CA
Master of Science in Business Analytics (MSBA)   December 2019
- Coursework: Big data, data mining, neural networks, deep learning; Data management; Prescriptive and predictive modeling
- Recipient of UCLA Anderson Merit Fellowship

UNIVERSITY OF MINNESOTA, TWIN CITIES   Minneapolis, MN
Master of Science in Applied Economics, Graduate Minor in Statistics   June 2018
- Coursework: Econometrics, business strategy, programming and app development, multivariate methods, statistical theory
- Teaching Assistant for Business Economics and Strategy Course
- Board Member, U of MN College of Graduate Studies; Chair of Applied Economics Graduate Committee

BOSTON UNIVERSITY   Boston, MA
Bachelor of Science in Economics; Bachelor of Arts in International Relations   May 2014
- Magna Cum Laude; Recipient of Boston University College of Liberal Arts half-tuition Merit Scholarship

PROFESSIONAL EXPERIENCE

NIKE   Portland, OR
Graduate Data Science Intern – Demand and Supply Management   Jun 2019 - Aug 2019
- Worked on digital demand sensing project with incorporation of RFID data

STATE OF MINNESOTA   St. Paul, MN
Graduate Researcher – Office of Higher Education   Dec 2017 - Oct 2018
- Consulted lawmakers on state progress in higher education degree attainment through contribution to legislatively-mandated report. Used SQL and Tableau to prepare data analysis and visualization and developed written analysis.
- Codified KPIs for achieving higher education attainment through consultation with specialists around the state.

Graduate Researcher – Department of Revenue, Tax Research   May 2017 - Oct 2017
- Made transparent state spending on sales and income tax expenditures for legislators through modeling annual spending data.
- Used SAS and Excel to estimate forecasted spending and used Tableau to generate spending forecast charts.

DTI GLOBAL   Portland, OR
Associate Project Manager, Client Services   Feb 2015 - Aug 2016
- Managed multiple million-dollar legal electronic discovery projects through data collection, processing, review, and production to help legal teams of major multinational companies identify and evaluate internal data for evidence in litigation.
- Regularly spared clients up to 50% of document review costs through application of data querying, clustering, and text mining to cull terabytes of case data. Informed review strategy through creation of flexible dashboards of review efficiency and progress.
- Worked cross-functionally with internal engineers, solutions architects, and the sales team to streamline the client experience.

BOSTON UNIVERSITY DEPARTMENT OF ECONOMICS   Boston, MA
Research Assistant   Dec 2013 - May 2014
- Assisted in construction of employment survey designed to identify the mismatch between graduate skills and industry needs in Ghana. Work included development of design objectives, protocols and procedures, and formulation of soft-skills measures.
- Managed two other students and delegated research tasks to efficiently accomplish project objectives.

DOW JONES & COMPANY, FINANCIAL INFORMATION SERVICES   London, UK
Financial Information Services Intern (Study Abroad)   Sept 2012 - Dec 2012
- Assisted FIS team with Factiva.com transition to MarkLogic NoSQL through data reporting and document modeling.

GENERAL MILLS CORPORATION   Minneapolis, MN
Consumer Insights Intern   May 2011 - August 2011
- Prepared in-house insight presentations and tracked social media product trending for the 90 Calorie Fiber One Bar launch.

ANALYTICS PROJECTS

BCG GAMMA DATATHON — Los Angeles, CA
Data Science Datathon in Association with Boston Consulting Group — Apr 2019
- Leveraged data-driven problem solving to make recommendations for retail client facing shifting customer demographics.
- Used R for all data preparation and predictive modeling and Tableau for visualization.

UCLA ANDERSON CITY OF LA DATATHON — Los Angeles, CA
Business Analytics Datathon in Association with Accenture and the City of Los Angeles — Nov 2018
- Leveraged large employment and payroll datasets to help the Controller of Los Angeles uncover new insights about budgetary inefficiencies and create previously unrealized economic value for the city.
- Used Python for all data preparation and time series modeling and Tableau for visualization.

THE PREDICTIVE POWER OF RISK-TAKING ON ADOLESCENT MARIJUANA USE — Minneapolis, MN
Master of Science Thesis In Applied Economics — Sept 2017 - June 2018
University of Minnesota, Twin Cities
- Thesis paper and oral defense on the effect of individual propensity for risk-taking on marijuana use in adolescents
- Used R for all programming and employed statistical techniques including statistical matching, multiple imputation, and bootstrapping to combine independent survey subsamples from national survey of American 12th graders, factor analysis to estimate latent risk-taking from a series of survey questions, and linear probability regression.

DOES LEGALIZING RECREATIONAL MARIJUANA AFFECT LOCAL CRIME? — Minneapolis, MN
Final Project for Carlson School of Management Programming and Application Development Course — Sept 2017 - Dec 2017
University of Minnesota, Twin Cities
- Paper and presentation on the effect of recreational marijuana legalization and opening of dispensaries on local crime rates using Denver, Colorado as a case study.
- Used Python and ArcGIS for programming and data preparation. Mapped public crime and dispensary locational data to track crime within 1000 feet of recreational dispensaries three years before and after opening. Analyzed change in number and type of crimes and the relationship between crime density and dispensary density by neighborhood.