

Rebecca Driever

(845) 616-6315 ◊ beccadriever@gmail.com ◊ San Francisco, CA ◊ [LinkedIn](#) ◊ [Website](#)

PROFILE

Data science professional with experience in machine learning, funnel segmentation, and product development. Seeking opportunities to drive business growth based on comprehensive analyses and experimentation.

Specialties: Machine Learning, Data Visualization, Natural Language Processing, Product Development

Technologies: Python (numpy, pandas, sklearn, XGBoost, TensorFlow), SQL, R, Jupyter, Tableau, MySQL, Redshift, MongoDB, Spark, AWS, GCP

PROFESSIONAL EXPERIENCE

SmartBiz Loans

San Francisco, CA

Associate Data Scientist

June 2019 - Present

- Serve as lead data scientist on cross-functional fraud prevention team, identifying key attributes of fraudulent applications, transforming insights into a predictive model, and resulting in over 100,000 cases of suspected fraud found in H1 2021
- Perform funnel segmentation and cohort analysis during Paycheck Protection Program, increasing processing volume 5x and leading to over \$4B funded
- Develop decision tree model to predict likelihood of applicant passing cash flow analysis by using bank statements in lieu of profit and loss reports, reducing application processing time by 3-5 days on average
- Collaborate with engineering and lending operations to automate creation of test loans under 20+ scenarios, allowing the company to train over 100 new application processors in 2 weeks
- Analyze repeat applicant success rates in the sales funnel to determine optimal timing for marketing and outreach using SQL, Python and Jupyter notebooks
- Build out visualizations of KPIs using Tableau connection with MySQL and Redshift databases for consumption by cross-functional teams including sales, lending operations, and product

Mondavi Center for the Performing Arts

San Francisco, CA

Graduate Business Analyst, Practicum

October 2019 - June 2020

- Build interactive seating chart dashboards using Tableau to track performance of each seat and aid in pricing decisions and experimentation; initial test of new pricing model led to revenue 15% over goal
- Cluster shows using Python and Microsoft Excel based on demand curve and design dashboard to alert unexpected trends in sales for a particular show
- Design A/B test aimed at determining how to best drive ticket subscription renewal given the uncertainty of performances due to COVID-19

AudioSalad

New York, NY

Business Development Intern

May 2018 - August 2018

Spirit Music Group

New York, NY

Income Tracking Intern

May 2017 - August 2017

PROJECTS/PASSIONS

Music

- Leveraged Spotify API to examine music tastes of myself and two friends, with detailed visualizations in Tableau & Python, then used a Random Forest classifier to create a playlist of songs all three of us would enjoy

Social Justice

- Engaged my majority international Master's cohort in education and discussion about systemic racism in the US after public outcry over the murder of George Floyd, and started a donation matching campaign that engaged faculty, staff, and students, raising \$1600 in one week

EDUCATION

University of California, Davis

San Francisco, CA

Master of Science, Business Analytics

June 2020

Loyola University New Orleans

New Orleans, LA

Bachelor of Business Administration, Business Analytics & Music Industry

May 2019