

TAWNEY LOTT

Experience

Metis Immersive Data Science Bootcamp

Data Scientist

New York

Jan. 2021 to Current

- Developed predictive models using regression and classification to develop recommendations across various domains, including financial inclusion, social media and app distribution.
- Used natural language processing to determine key topics, sentiment, and intent of written language, including tweets, and product reviews.
- Created interactive visualizations and presented findings to peer, senior, and chief data scientists.

Selected work:

- **Google Play Store app analysis and recommender:** Analyzed data for 22,000 apps and 2 million user reviews collected from the Google Play app store. Used topic modeling and sentiment analysis to analyze user reviews, which were included as features in the regression model. Conducted regression modeling to predict average app ratings, based on scraped and engineered features. Developed an app recommender based on topic modeling of app descriptions, which was designed using Streamlit.
- **Leveraging social media to address customer needs:** Analyzed 100,000 customer tweets to the UK-based fintech, Revolut. Combined natural language processing and an XGBoost classifier to conduct topic modeling, sentiment analysis and intent classification of customer tweets. Findings from the analysis provided insights on how companies like Revolut can engage with customers on social media to better address customer needs.
- **Understanding Financial Inclusion in East Africa:** Analyzed data for 25,000 respondents across Kenya, Uganda, Tanzania, and Rwanda. Used logistic regression and Random Forest models to predict the unbanked population across these countries. Findings from the analysis were used to provide recommendations on beneficiary targeting and product features for development agencies and financial service providers.
- **Predicting Domestic Movie Sales Prior to Release:** Built and optimized linear regression models to predict movie BoxOffice success, based on movie data scraped using Beautiful Soup. Conducted interviews with two stakeholders in the industry to collaboratively define features and validate findings. Developed recommendations for theaters and movie producers based on findings.
- **Non-profit Street Team Placement:** Exploratory data analysis of MTA turnstile and census data, combined with desktop research. Findings from the analysis were used to recommend a street team deployment strategy, including optimal locations and time of day across New York City's five boroughs.

Genesis Analytics

Senior Associate (formerly Associate, Analyst)

Johannesburg, South Africa

Jan. 2017 to Dec. 2020

- Defined the scope and problem-solving process for strategy and design projects.
- Analyzed and synthesized quantitative and qualitative data to provide evidence-based insights and recommendations.
- Led client and stakeholder engagements, including with C-Suite Executives.
- Responsible for project and team management; ensured projects were completed on budget and according to timelines.

Selected work:

- **Project Manager for the design of food voucher relief** for South Africa's Solidarity Fund. Developed the targeting strategy for voucher distribution, including distribution partners (via the payments system and voucher distribution systems) and beneficiary identification partners. 130,000 vouchers were successfully distributed to South Africans suffering from COVID-related poverty.
- **Consultant to a Kenyan bank** to increase the uptake and use of a digital financial product. Conducted key informant interviews and focus group discussions in Kenya to identify challenges in using the product. Analyzed and synthesized data to provide recommendations on how to improve both the product and bank operations to optimize product uptake and usage.

Contact

✉ tawneyslott@gmail.com

☎ 917-562-9074

📍 New York, NY 10013

in [tawney-lott](#)

🔗 [tawney-kirkland](#)

Education

University of Cape Town

Jan. 2015 to Dec. 2016

Master of Philosophy Energy and Development

University of Cape Town

Jan. 2011 to Dec. 2014

Bachelor of Social Science with Honors

International Relations and Religious Studies

Skills

LANGUAGES

Python

SQL

LIBRARIES

Pandas

Numpy

Sci-kit learn

Natural Language Toolkit

Beautiful Soup

DATA VISUALIZATION

Tableau

Matplotlib

Seaborn

Plotly

MACHINE LEARNING

Regression

Classification

Clustering

Natural language processing

VERSION CONTROL

Git

GitHub

COMMUNICATION

Presentations

Key informant interviews

Focus Group Discussions