

Mikayla Edwards, MBA

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Profile

Mikayla Edwards, MBA is dedicated to transforming data into actionable insights. Proficient in tools such as Tableau, Power BI, R, Anaplan, Microsoft Excel, and SQL, she excels in bridging the gap between data and decision-making. With diverse experience in data analytics consulting across various industries, including multiple Department of Defense orgs, multiple big 4 consulting companies, and international exposure; Mikayla has a record of effective communication with both technical and non-technical stakeholders and is well equipped to provide data-driven insights and lead a team to do the same.

Education

University of North Carolina at Pembroke | Pembroke, NC USA

Oct 2023

Master of Business Administration

Major/Concentration: Business Analytics

Elon University | Elon, NC USA

Dec 2020

Bachelor of Science in Business Administration

Major/Concentration: Business Analytics

Minor: Economics

Scholarships: Elon Engagement Scholarship, Phillips-Perry Black Excellence Award, Presidential Scholarship

Organizations: Vice President of Special Events for the Black Student Union, Vice President of Sigma Iota Epsilon, Elon

Microfinance Initiative

US Government Clearances

DoD and DHS: Top Secret

Research

For each project, I've included a hyperlinked title to view it on the appropriate site and a brief overview. I hope you enjoy looking through the research projects I have completed.

[Enhancing Financial Literacy Prevention: An Investigation of Socioeconomic and Geographic Influences](#): *In this project, I explored the intersection of syndicated data and financial literacy, focusing on the United States. Using the Consumer Complaint Database and 2020 Census data, I created random forest models to predict states and products based on filed financial complaints in an effort to identify areas where financial literacy can be enhanced.*

[Credit Card Default Case Study](#): In this case study I utilized Taiwan credit card data from the UCI Machine Learning Repository to see if any of the dataset's independent variables could be used to predict whether someone would default on their credit card payment. I cleaned the data, created a correlation matrix, and trained and validated a logistic regression model to determine its accuracy and the significance of independent variables on the response variable based on z values.

[Oscars and POC Representation](#): By merging and cleaning datasets with POC representation and Oscars awards won and creating binary columns, I was able to conduct a correlation matrix to see the relationships between race and 5 categories (Best Picture, Best Director, Oscars Best Actor, Oscars Best Actress, People's Choice). I also integrated a Tableau chart formulated using the conjoined dataset.

[Black Innovation Census](#): While working as a Research and Data Fellow with The Center for Black Innovation, I conducted the first-of-its-kind research on Black Innovator Support Organizations (BISO) in the United States. BISOs are Black-led and Black-serving organizations that have a focus on innovation for tech-focused businesses (e.g., startup education, tech enablement, venture investment, etc.). The research concluded with visualizations showcasing information

such as the locations of these organizations, the reach of businesses they serve, and the types of educational and or monetary assistance they provide.

[Vendor Analysis for the Bill and Melinda Gates Foundation](#): My team and I conducted a thorough analysis of the Bill and Melinda Gates Foundation by undertaking a SWOT analysis, compiling available data, analyzing the current architecture, and performing a vendor analysis for data lakes, machine learning, and data visualization technologies.

[Nicki Minaj Album Analysis](#): I conducted an album-by-album sentiment analysis of Nicki Minaj's alter-ego, Roman.

Work Experience

Sunset Towers Analytics, Remote

Principal Business Analytics Consultant

Nov 2023-Present

- Successfully secured contracts totaling over \$60,000 in revenue for the company prior to the end of Q3.
- Oversaw the QuickBooks Online account's financial records, expenses, and invoicing, which resulted in a 100% payment completion rate within contracted net terms and ensured accurate financial records.
- Executed QA testing for web application transitions from Server 2012 R2 (.NET 2/3) to Server 2019 (.NET 4), utilizing a development certificate within an Azure environment to ensure smooth error-free migration.
- Documented descriptions, user stories, and acceptance criteria in Jira to resolve ambiguities and align developers and government stakeholders for a Department of Defense's HR recruiting system, which ensured timely and successful deployment of new web app features and reports.
- Conducted research to enhance nonprofit business operations and cost-efficiency, streamlined communications for 3 C-suite nonprofit leaders, and authored grant proposals to secure funding for programming efforts.
- Managed contractor relationships, including negotiating terms, overseeing project deliverables, and processing payments.

Trane Technologies, Remote

Contract, Automation Consultant

June 2023-Present

- Coded VBA macros to automate Excel formatting, led user testing and added a safeguard for data protection to prevent accidental data loss and increase the accuracy of automated dashboards.
- Developed detailed SharePoint procedural documentation with annotated screenshots to improve user engagement with the site.
- Executed the weekly creation and distribution of project management status updates to a team of 20+ members by leveraging database refreshes within Excel to provide insights into upcoming project milestones and deadlines.
- Trained jr. team members on Microsoft Excel VBA Macros and Power Automate within SharePoint to enhance workflow efficiency through automation.

KPMG, Remote

Contract, Data Governance Consultant

Jul 2023 – Mar 2024

- Ran developed and testing of a Department of Defense group's analytics landing page using Salesforce and Skuid, focusing on Identity and Access Management (IAM) by implementing custom render conditions for user roles, and managing changes through QA merges and UAT to ensure high-quality deployment into production.
- Supervised 2 Natural Language Processing (NLP) model builders—predicting internal HR performance metric scores and developing a resume extraction-based chatbot—by leading data annotations, issue resolution and effectively communicating updates to non-technical senior leaders, leading to continuous improvement in both models' accuracy.
- Managed an Analytics Governance Council, overseeing 4 committees (Data and Analytics in the Cloud, Artificial Intelligence, Metrics, and User Landing Page) to define group objectives and engage senior leaders, spearheading initiatives which improved data asset management and reduced duplication and issues by 40%.
- Interviewing client technical leaders and mentored junior team members to do so as well in an effort to develop a comprehensive data schema, enhancing data flow visibility, clarifying data sources, and minimizing duplicate dashboard and report requests, resulting in improved client request prioritization and task detail collection.

- Establishing a streamlined client request process by creating a technical request form, resulting in improved client ask prioritization, reduced duplicate requests, and enhanced task detail collection.

Fair360, Remote

Business Intelligence Engineer

Apr 2022 - Jun 2023

- Led the development of data-driven presentations for executives on human resource metrics, leveraging people analytics, to generate actionable insights used to enhance workplace inclusivity for thousands of employees and hundreds of senior leaders. View a sample presentation here: https://www.fair360.com/media/2023/09/2023SampleReport_Final-1.pdf
- Created a 60-page report card for hundreds of executives using PostgreSQL and Tableau to provide actionable insights and benchmarking, which enhanced client engagement and supported conversion to the paid extensive report card, ultimately assisting clients in making equitable workforce decisions.
- Contributed to the development of a comprehensive 200+ question survey which involved skip logic implementation, client support, and organizational research to enhance business decision making.

Deloitte Consulting, Remote

Government & Public Service Analyst

Mar 2021- Apr 2022

- Launched weekly reporting, visualizations, and fulfilled ad hoc requests to improve Covid-19 vaccine quantity projection during its peak with a focus on minorities in a state with over 3 million residents.
- Developed prototypes of a multi-functional self-service dashboard and training materials for Department of Defense stakeholders to monitor contract specific KPIs and gain access to data with ease.
- Spearheaded the technical section of proposals in response to RFPs to showcase business skills and workforce strengths while mentoring junior team members to increase the company's bottom line and provide more project opportunities for employees.

August United, Remote

Contract, Jr Business Intelligence Analyst

Sep 2021 – Dec 2021

- Extracted social media handles, KPIs, and influencer contract data from 4 platforms for 50+ company partners, enabling analysis at micro and macro levels to drive informed business partnership decisions.
- Implemented data quality assurance techniques to ensure accuracy, detect discrepancies, and provide recommendations.

The Center for Black Innovation, Remote

Contract, Research & Data Fellow

Apr 2021 – Aug 2021

- Completed data collection and visualization for the first ever dataset of 140 Black innovator support organizations (BISOs) in the United States to ease the process of starting, maintaining, and growing an innovation-driven business.
- Transformed research insights into a comprehensive digital report encompassing 6 KPIs, accessible at <https://blackinnovationalliance.com/our-work/research/> with self-service functionality to enable users to easily filter and add new BISOs to increase the network of support resources.

SmartBill, London, England

Contract, Data Analyst

Feb 2020 - Dec 2020

- Conducted data preparation and visualization (ETL) of 100,000+ banking transactions to support a B2B whitepaper aimed at promoting and selling SmartBill's financial data software.
- Analyzed over 20 potential United Kingdom clients through data governance and data policy research who could benefit from the company's financial data software by aligning pain points and data needs with company offerings.

MetLife, Remote

Enterprise Communication & Collaboration Engineering Intern

Jun 2020- Aug 2020

- Created internal dashboards tracking Jira tickets by user and client-need in a Scrum environment to support enterprise-level project management needs.
- Presented a marketing strategy and mobile app prototype for an acquisition for pet insurance with a target demographic of young adults competing against 3 teams.

TD Bank, Charlotte, NC

Corporate and Specialty Banking Intern: Commercial Real Estate

May 2019 - Aug 2019

- In-depth credit and rent roll analysis on six-figure and above properties to manage vacancy and optimize revenue streams.
- Primary market research on 3 multi-family residential homes and student housing units, presenting the findings to senior leaders of the CRE South division to analyze the most promising investment opportunities for the company.

Skills and Certifications

Skills:

- **Data Visualization:** Tableau, Power BI, Axure RP, Google Data Studio, Skuid, Salesforce, SharePoint
- **Data Analysis:** Microsoft Excel/VBA, OpenRefine, AirTable, Smartsheet, APIs, Google Analytics, SurveyMonkey, Google Forms
- **Programming:** SQL, R, .NET QA, Microsoft Azure
- **Predictive Analytics:** Anaplan, DataRobot
- **Project Management:** Jira, Trello, Asana, Eventbrite, Executive Summaries, Reporting, Agile, Scrum
- **AI:** ChatGPT, Microsoft Copilot, Microsoft Power Automate

Certifications:

- Anaplan Model Builder (Level 1, Level 2, Anaplan Way)
- Microsoft Excel
- Sprinklr Marketing Research Analyst Pro
- OpenAI ChatGPT Certification Bootcamp
- Flosum Certified Professional

Professional Affiliations

- National Black MBA Association
- For(bes) for the Culture / ForbesBLK
- Data Visualization Society