

LINDSAY MCFARLANE

lindsay.alexandra14@gmail.com • +1 (831) 601-7684 • LINKEDIN: [lindsay-mcfarlane](#) • WEBSITE: [lindsaymsba.com](#)

SUMMARY

I am a Data Scientist passionate about delivering meaningful, accurate, and simplified insights from data. I leverage statistics and machine learning to build predictive models, perform statistical analysis, and uncover insights from complex datasets. I am a critical thinker and creative problem solver, as well as a data storyteller and visualization expert.

SKILLS

Programming	Machine Learning AI	Statistical Analysis
Python R Studio	Predictive Analytics	Hypothesis Testing
NumPy, pandas, scikit-learn	Linear & Logistic Regression	A/B Testing
Tensorflow, PyTorch	Forecasting Prophet Model	Experimentation
SQL Snowflake	Classification	Bayesian Statistics
dbt github	Neural Networks	Causal Inference
Data Visualization	Decision Trees Random Forest	Product Analytics
EDA Dashboarding	XGBoost	Marketing Analytics
matplotlib, plotly, seaborn	Clustering Hierarchical & k-Means	Data Science
Tableau	Natural Language Processing (NLP)	Presentation Skills
Streamlit	k-NN	Excel

EDUCATION

M.S. Business Analytics | STEM certified | GPA: **3.72**

- California Polytechnic State University, San Luis Obispo, CA

Extension Courses | Python for Data Science, Machine Learning Fundamentals, Natural Language Processing

- UC San Diego Extension, San Diego, CA

B.S. Business Administration | Advertising & Promotion Strategy

- University of Southern California | USC, Los Angeles, CA

CERTIFICATIONS

- | | |
|--|-----------|
| • Stanford Online x DeepLearning.AI Machine Learning Specialization | 2025 |
| • Tableau Desktop Qualified Associate | 2019-2022 |
| • Tableau Desktop Specialist | 2019+ |
| • Amazon Web Services (AWS) Cloud Practitioner | 2019-2022 |

EXPERIENCE

APPFOLIO | Santa Barbara, CA May '20-Oct '24

Cloud-based property management software solution (SaaS)

2020 #1 Forbes List Fastest-Growing Company

Data Scientist Mar '24-Oct '24

- Drove incremental revenue for Renter's Insurance product through experimentation
- Managed A/B test design, evaluation, and revenue impact estimates to make recommendations to stakeholders
- Leveraged Optimizely and Python for tracking and statistical analysis

Data Analyst May '21-Feb '24

- Forecasted service-level units using Facebook Prophet predictive model in Python
- Built revenue projections for new Marketplace page of add-on services

- Led performance tracking of KPIs, product feature usage, and revenue for 5+ Appfolio services
- Informed product decision-making for new landing page by conducting A/B testing
- Measured success of Screening Free Trial experiment to estimate future revenue and analyze cost-benefit
- Identified customer attributes that contributed to Maintenance Contact Center churn using a regression model in R
- Equipped sales team with stats of customer utility cost recovery after Utility Management product adoption
- Extracted data from Snowflake using advanced SQL queries for analysis & visualization
- Designed suite of 15+ advanced Tableau dashboards to enable stakeholder self-service

Associate Data Analyst

May '20-Apr '21

- Appfolio Payments Services analyst
- Established suite of baseline visibility dashboards in Tableau / reported major key metrics for payment transactions

ORACLE | Redwood City, CA

Apr '19-Jun '19

Analytics Consultant

- Designed a data-driven recommendation tool to promote Oracle Cloud products
- Identified marketing touchpoints that influenced conversion to Oracle Cloud (e.g., email, white papers, events)
- Performed cluster analysis and logistic regression in R to analyze Oracle client segmentation and behavior

TECHSTYLE FASHION GROUP | ShoeDazzle | Los Angeles, CA

Jan'19-Mar '19

Online Fashion Subscription Service

Analytics Consultant

- Provided four main recommendations to reduce CPA of media plan by 10% and up to 48% for specific ads/time periods
- Built regression model based on weights of social media ad dimensions (e.g., subchannel, audience targeting, post type, offer, dynamic type, and date)
- Isolated high-performing ad types using hierarchical cluster analysis
- Identified patterns in seasonality and lead vs. subscriber conversion

AWARDS

- **2nd Place UCSD NLP Kaggle Competition** | Restaurant prediction via Natural Language Processing 2025
- **Showcase Challenge Winner** | Q4 Appfolio Analytics Research Committee 2022
- **Appfolio V+ Analytics Award** | V+ Services Analytics top team member 2020
- **1st Place Oracle Data Science Challenge** | Team leader in creation of data-driven marketing tool 2019

COMMUNITY SERVICE

Junior League | Los Angeles & San Diego Chapters

2015-2024

Women's Volunteer Organization | Serving local underprivileged communities and developing women's leadership skills through volunteering, collaboration, and training

Micro-Fundraiser Committee Member

2024

- Managed See's Candy x JLSD online fundraiser & recruited vendors for in-person fundraiser

Marketplace Co-Chair

2016-2017

- Created five new merchandise products for JLLA. Managed online shop and in-person sales booth at events

Marketing Co-Chair

2015-2016

- Managed design and printing of marketing materials and event day signage for JLLA