

Zucca Oiwa

Senior Data Analyst

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SKILLS

Software Development: Python, C, SQL, Flask, JavaScript, HTML, CSS, Bootstrap, Flexbox, Node

Data Analytics: Pandas, Google Analytics, Google Search Console, PowerPoint, Excel

Marketing: CRM, SEO, customer acquisition, email marketing, content writing

Project Management: Requirement definition, progress management, market research

WORK EXPERIENCE

Minma, Inc. Tokyo, Japan - Senior Data Analyst

February 2014 - PRESENT

Minma is Japan's largest online platform for connecting individuals looking for household services from independent service professionals.

- Data collection (SQL, Google Analytics, APIs), cleaning data(Python, Pandas), visualization, and reporting data to board members and stakeholders.
- Collaborate with stakeholders across departments to plan and monitor the effectiveness of data-supported promotion activities.
- Establish monitoring systems for marketing promotions, SEO, and corporate KPIs including sales, account numbers, churn rates, etc.

Rakuten Securitie, Inc. Tokyo, Japan - Marketing

April 2010 - January 2014

Rakuten Securities is a Japanese leading online securities company.

- Analyzed and reported on investor trading trends with large data using RDB and SQL.
- Defined requirements, managed progress, and launched projects to add new payment methods and to give trial mutual funds as a marketing promotion.

EDUCATION

Ritsumeikan University, Kyoto, Japan - Master of Bioinformatics (Biology + Computer Science)

Master: April 2008 - March 2010

Bachelor: April 2004 - March 2008

Thesis: Quantitative proteome analysis of successive protein expression profiles during early embryogenesis in *Caenorhabditis elegans*.

CERTIFICATIONS

CS50 2021 from Harvard University - *Harvard University's introduction to the intellectual enterprises of computer science and the art of programming.*

Skills: C, Python, HTML, CSS, JavaScript, Bootstrap, Flask, SQL, Algorithms, Data Structure

The Web Developer Bootcamp 2021 - *Udemy.*

Skills: HTML, CSS, JavaScript, Bootstrap, MongoDB, AJAX, Node, Express