

# Masaya Inoue

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## Education

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### Master of Business Analytics

Sep 2023 ~ April 2024

Hult International Business School | Cambridge, Massachusetts

- Member of Google Developer Student Club

### Master of International Business with Marketing Specialization

Sep 2022 ~ August 2023

Hult International Business School | Cambridge, Massachusetts

- Member of Consulting Club

### Bachelor of Chemical Engineering

Apr 2018 ~ Mar 2022

Doshisha University | Kyoto, Japan

Work Authorization: USA Visa (STEM OPT for 3 years)

## Technical Skills & Competencies

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**Languages:** English, Japanese

**Technical Skills:** Python, SQL, R, tableau, Power BI, Microsoft Office (Excel, Word, PowerPoint)

**Competencies:** Data Analysis & Visualization, Project Management, Marketing & Sales, Optimization

**Certifications:** Data Analyst in R, SQL, Python (Data camp)

## Relevant Projects

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### Business Challenge Project, Hult International Business School | Cambridge, MA

Consulting with Medical Tech Company for decision-making using Machine Learning

- Led the team to victory as champions of the business competition
- Developed robust Machine Learning Model achieving accuracy rate of 85% in classification predictions

## Work Experience

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### Starbucks Coffee Japan | Osaka, Japan

December 2018 - December 2021

**Manager Assistant** - Supported store operations and business growth through strategic inventory management, sales optimization, and customer satisfaction initiatives in dynamic retail setting.

- Enhanced system efficiency by 20% through comprehensive overhaul of store inventory management and deployment practices.
- Achieved remarkable 20% increase in sales by providing exceptional service to existing customers, surpassing sales targets by 120% and setting a performance incentive.
- Boosted digital transactions by 5% by successfully implementing and optimizing new systems introduced by the company.
- Maintained an outstanding customer survey score, consistently ranking 30% above the industry average.