

# Shukuri Takahiro

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## EDUCATION

### Nanyang Technological University | Nanyang Business School

Bachelor of Business (Honors) | Specializing in Business Analytics

Singapore

Aug 2020 - May 2024

- **Clubs:** NTU Blockchain, NTU Entrepreneurship Society, NTU Welfare Services Club

### York University | Schulich School of Business

Semester Exchange Program

Toronto, Canada

Jan 2023 - May 2023

## WORK EXPERIENCE

### Shopee

Data Business Development Intern

Singapore

Jan 2024 - Present

- Drove data-driven decision-making by utilizing SQL to extract, and manipulate datasets.
- Contributed to improved decision-making processes by conducting comprehensive data analysis and creating insightful data visualizations using Microsoft Excel.
- Supported the marketing solutions team in optimizing operations, facilitating seamless campaign execution, and ensuring effective communication with diverse stakeholders.

### Air Liquide

Data Scientist Intern

Singapore

Jun 2023 - Dec 2023

- Optimized product pricing strategies through Python-powered machine learning algorithms, enabling accurate price forecasting.
- Played a pivotal role in data and digital initiatives, collaborating closely with project managers to track tasks, monitor progress, and facilitate effective communication, fostering invaluable project management acumen.
- Designed and developed dashboards using PowerBI, streamlining data reporting and enhancing internal team efficiency.

### Mindshare

Data Analytics Intern

Singapore

May 2022 - Nov 2022

- Utilized Google Analytics to track website traffic and user behavior, generating actionable insights that increased conversion rates and user engagement.
- Developed a Python script to automate changes to keyword, ad group, and link modifications, significantly cutting down implementation time and enhancing campaign efficiency.
- Spearheaded an in-depth analysis of competitor strategies, leading to improvement in the client's Search Impression Share for campaigns.

## LEADERSHIP EXPERIENCE & ACTIVITIES

### NTU Welfare Services Club

Director (Digital Imaging)

Singapore

Sep 2021 - Aug 2022

- Led the Digital Imaging Division, ensuring seamless production and delivery of high-quality videography and photography services for the club.
- Facilitated effective resource allocation by coordinating with external organizations for manpower and equipment utilization, resulting in successful production services.

### NTU Hall 14 Sepak Takraw

Captain

Singapore

Sep 2021 - Jun 2022

- Led regular practice sessions, effectively managing schedules and resources to ensure optimal player development and overall team success.
- Fostered a cohesive team environment while imparting the sport's intricacies to teammates, resulting in improved skills and a shared passion for the game.

## SKILLS & INTERESTS

**Computer:** Python, SQL, RStudio, PowerBI, Tableau, Microsoft 365, Adobe Suite

**Languages:** English, Chinese | **Interests:** Football, Living Abroad, Videography, Machine Learning