

# Shukuri Takahiro

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## EDUCATION

<b>Nanyang Technological University   Nanyang Business School</b> <i>Bachelor of Business (Honors)   Specializing in Business Analytics</i>	<b>Singapore</b> <i>Aug 2020 - May 2024</i>
• Clubs: NTU Blockchain, NTU Entrepreneurship Society, NTU Welfare Services Club	

<b>York University   Schulich School of Business</b> <i>Semester Exchange Program</i>	<b>Toronto, Canada</b> <i>Jan 2023 - May 2023</i>
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## WORK EXPERIENCE

<b>Shopee</b> <i>Data Business Development Intern</i>	<b>Singapore</b> <i>Jan 2024 - Present</i>
• 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.	
<b>Air Liquide</b> <i>Data Scientist Intern</i>	<b>Singapore</b> <i>Jun 2023 - Dec 2023</i>
• 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.	
<b>Mindshare</b> <i>Data Analytics Intern</i>	<b>Singapore</b> <i>May 2022 - Nov 2022</i>
• 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

<b>NTU Welfare Services Club</b> <i>Director (Digital Imaging)</i>	<b>Singapore</b> <i>Sep 2021 - Aug 2022</i>
• 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.	
<b>NTU Hall 14 Sepak Takraw</b> <i>Captain</i>	<b>Singapore</b> <i>Sep 2021 - Jun 2022</i>
• 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