

# Shokolatte Tachikawa, MBA/MSc

## Data/Business Analysis and Visualization

Proficient data analyst with a background in fast-paced global corporations, equipped with adaptive data methodologies that leverage quantitative analysis in practical frameworks. Combines expertise in statistical analytics with strategic business administration and management. Passionate about creating visually appealing data visualizations and generating data-driven insights to drive versatility across different fields.

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## TECHNICAL SKILLS

**Data Analysis:** R [Hierarchical Linear Models; Logistic Regression] • Python [Logic] • SQL [BigQuery] • Alteryx

**Data Visualization:** R Shiny [Interactive Mapping] • D3.JS • Tableau • Power BI • ArcGIS • QGIS

**Web Analytics:** Google Analytics [SEO & PPC Analysis] • Adobe Analytics

**Graphics:** Adobe PhotoShop; Illustrator; InDesign • Blender • Figma

**Business:** SAP [+ Ariba] • Oracle [+ P2P] • IBM Mainframe • SaaS [InsZoom; BrightWheel] • Agile [Jira; Asana]

## EDUCATION

**CUNY Graduate Center** | New York, NY | **MSc • Data Analysis & Visualization** • GPA 3.96 05/23

- Student member for Program Executive Committee; Faculty Membership Committee
- Program Representative at Doctoral and Graduate Student Council; voting member of Graduate Council

**Baruch College CUNY, Zicklin School of Business** | New York, NY | **MBA • Digital Marketing** 08/20

- Frances & Edward Murphy MBA Award
- Communications Director at Graduate Student Assembly; Zicklin Graduate Student Ambassador
- Voting member of Joint Committee on Curriculum and Articulation

**Medgar Evers College, CUNY** | Brooklyn, NY | **BSc • Financial Economics** 12/17

- Founder/First President of International Student Club; Corresponding Secretary at Student Government Association
- Dean's List for four consecutive semesters; Provost's List

## RELEVANT EXPERIENCE

**Freelance** | Remote, NY | **Business Analyst and Consultant** 03/23 – Present

- Constructed multiple business platforms to provide skill-sharing/partnership environment across diverse industries.
- Collaborate with clients from various business sectors including CUNY academia and startup programs, to process and analyze their datasets, and provide data-driven insights using tools such as Excel, R, and Tableau.
- Streamline workflow processes, and automate data processing and reporting for Finance, Marketing, and Operations. Develop detailed reports and interactive visualizations to enhance stakeholder decision-making processes.

**Migration Resource Center** | Staten Island, NY

**Desk Service Analyst** 06/22 – 05/23

- Managed clients' database in INSZoom SaaS case solution system. Transformed USCIS paperwork dated from 2021 into data format and properly located documents, and organized their metadata. Analyzed the legal case processing modules and demographic trends for internal productivity/outreach using Excel, Power BI, and R programming.
- Handled incoming office calls of approx. 20/day using RingCentral system and established outreach workflow. Analyzed the exported data for attorneys' consultation schedules using Power BI on Teams and Google Workplace.

**Marketing and Outreach Intern** 10/19 – 01/20

- Researched promotional materials and identified potential partners for a nonprofit legal service organization as part of MBA curriculum. Exposed agents with controlled budget and created SEO content for AdWords, Spotify, and S.I. Ferry to reach local audiences. Maintained social media accounts and analyzed their traffic.

**Eladia's Kids Parent LLC** | Brooklyn, NY | **Office Assistant and Data Management** 09/22 – 03/23

- Created weekly reports and suggested parents alternate registered schedule; Prepared for DoE inspection.
- Built prediction model of demographics collecting geolocation data/resources for a new branch opening Fall 2023.

## PROJECTS / CERTIFICATES

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| <b>Factors in Music Business that Influence Human Behavior</b>   Data Analysis   <b>MS Capstone</b>              | 05/23 |
| <b>NYC Citibike Business Analysis</b>   Data Analysis and Visualization   <b>Google Data Analytics Project</b>   | 05/22 |
| <b>Data Analyst with R Certificate</b>   R Skill Track   <b>DataCamp</b>   | 02/22 |
| <b>International Reading Literacy (PIRLS) Analysis</b>   Hierarchical Linear Models   <b>PhD Course Project</b>  | 12/21 |
| <b>Quantified Self Spotify Playlist during Covid Period</b>   Data Visualization   <b>MS Course Project</b>      | 12/20 |
| <b>Mini Brands Campaign Estimate and Solution</b>   Digital Marketing Strategy   <b>MBA Course Group Project</b> | 05/20 |
| <b>Google Analytics for Power Users</b>   Analytics Web Tool   <b>Google Analytics Academy</b>                   | 12/19 |
| <b>The Executive Leadership Program</b>   Leadership & Management Institute   <b>Medgar Evers College</b>        | 07/19 |
| <b>Digital Presence Assessment for New Millenium Tech</b>   Digital Marketing   <b>MBA Course Group Project</b>  | 05/19 |

## LEADERSHIP / VOLUNTEERING

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| <b>R Conference NYC</b>   Lander Analytics   <b>Volunteer</b>                                     | 07/23           |
| <b>BetaNYC NYC School of Data</b>   NYC Open Data Week   <b>Student Volunteer</b>                 | 04/21, 04/23    |
| <b>Data Visualization Society</b>   Global Professional Network   <b>General Member</b>           | 05/22 – Present |
| <b>R-Ladies Community</b>   Global/New York Coding Community   <b>Member, Active Participant</b>  | 02/22 – Present |
| <b>Women in Tech</b>   US Chapter   <b>Member</b>   | 11/21 – Present |
| <b>Digital Analytics Association</b>   New York Chapter   <b>Student Member</b>                   | 02/20 – Present |
| <b>IRS VITA Program</b>   CUNY   <b>Volunteer Income Tax Assistant &amp; Site Coordinator</b>     | 01/17 – 12/19   |
| <b>AW360</b>   Advertising Week New York   <b>Student Volunteer</b>                               | 09/19           |
| <b>National Society of Leadership and Success</b>   Medgar Evers College   <b>Inducted Member</b> | 09/17           |

## EXTENSIVE PROFESSIONAL EXPERIENCE

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**City University of New York** | New York, NY

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| <b>Graduate Center Office of Admissions</b>   <b>Student Employment Program</b> | 09/21 – 12/21 |
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- Managed information of approx. 5,000 graduate candidates for all PhD and master's departments during the application period in SharePoint. Transformed/processed the data of existing students.
  - Built a data table of required documents for application for all 58 academic programs, and arranged it to connect to ApplyYourself network student-onboarding management system.
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| <b>Baruch College Graduate Student Assembly</b>   <b>Communications Director</b> | 09/18 – 06/20 |
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- Formed a functional subcommittee and launched a monthly newsletter with InDesign. Built a website on WordPress to promote student-life activities, which gained access from various countries.
  - Maintained and analyzed traffic to the website using analytics tools to optimize student outreach; handled communications with 3,000+ graduate students and faculties via weekly Listserv distribution and Qualtrics survey.
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| <b>Pearson VUE National Computer Systems Japan K.K.</b>   Tokyo, Japan   <b>Test Center Manager</b> | 02/14 – 01/15 |
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- Managed one of the global leading test centers and its operation with 3 colleagues under my supervision; improved team performance and increased client accommodation by 10%, which led to one additional headcount.
  - Created incident/change log data tables and shared with APAC region operation team. Built and analyzed the test takers' distribution list periodically/seasonally and reported to global management team.
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| <b>Bloomberg L.P.</b>   Tokyo, Japan   <b>Purchasing Operations</b> | 02/13 – 09/13 |
|---|---------------|
- Managed purchasing operations for North America divisions; created approx. 10 technology POs/day on average in SAP database that corresponds with Bloomberg Terminal, reconciled and liaised with AP Processing team.
  - Negotiated lead-time and pricing with local vendors adhered to global supply chain management policy; created spreadsheets using conditional formatting and analyzed negotiation process in each phase for IT projects.
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| <b>Bank of America Merrill Lynch</b>   Tokyo, Japan   <b>Technology Procurement</b> | 12/10 – 11/12 |
|---|---------------|
- Evaluated 1,200+ suppliers in local MS Access database for global sourcing/procurement facilitation and engaged in localizing a new procurement system, Oracle P2P. Secured new and renewed contracts/licenses for IT Projects, and delivered tech services based on ITIL best practices.
  - Analyzed sourcing database from SAP Ariba to report to regional managers. approved invoices for backend coding and generated payment instructions for POs. Created contingency table pivoting the imported data and connected tables using VLOOKUP(), MATCH() etc. for further analysis conducted by FinCon and AP subject matter experts.