# YANGJIE WU

## SUMMARY:

Experienced data product leader with a track record of delivering results through strategic consulting, machine learning modeling, technical application development, marketing experiments, and behavioral analytics. Skilled in data science, product management, and digital transformation. Seeking a leadership role in the decision science field that leverages data and technology to enhance customer experience and drive business growth. Full professional proficiency in English, Japanese and Mandarin; elementary proficiency in French.

## WORK EXPERIENCE:

**12/2023 - Present**                               **RAKUTEN GROUP, INC.**                  **Osaka, Japan**

**Senior Data Scientist (Department: Insights and Developer Experience Department)**

**Roles & Responsibilities:**

Data product leader who is responsible for creating metrics that best approximate the user values, defining measurement methodology and pipeline, forecasting usage volume, and analyzing the data for user insights. The role partners with internal and external teams to pioneering proper scientific use of data in launch decisions and optimizing trade-offs in product design. The role will also incubate new modelling techniques and advocate new AI tools and frameworks including LLM and GAI. The role is expected to lead team to cover full spectrum of measurement, exploration and recommendation for search, recommendation, and ads product.

**12/2019 - 01/2022, 04/2022 – 11/2023**          **AMAZON (JAPAN)**                       **Tokyo, Japan**

**Technical Product Manager, Data Scientist, BI consultant (Department: Decision Science and Analytics)**

- **LLM GAI model:** Led in-house development of hybrid Large Language Model (LLM) to generate tailored marketing content. Leveraged SageMaker and Hugging Face, selected the foundation models, fine-tuned with customized training data, and optimized model performance through rigorous experimentation.

- **Decision science project lead:** Led a project team of business owners, data scientists and IT engineers to develop scalable machine learning solutions that help merchants grow. Designed scientific approaches to engage high potential sellers, customize marketing campaigns, increase online store traffic, and drive fast conversion. Managed product lifecycle and led monthly iterations on business performance review, AI model retraining, feature engineering, and hyperparameter tuning to improve solution accuracy.

- **Strategic consulting and analytics - seller growth:** 1) Led conversation with leadership team to identify opportunities and risks among seller segments; 2) developed classification algorithms to group sellers with similar attributes and behavior; 3) conducted exploratory data analysis to quantify growth drivers; 4) created multi-scenario hypotheses to estimate growth driver impact; 5) simulated results and aligned digital marketing initiatives with business owners; 6) led strategy implementation, audited wins & losses,

managed stakeholders' feedback loop, and drove iterative upgrade for scalable solution.

- **Technical product management:** Designed architecture to ingest seller engagement data from third party webinar application. Leveraged Python scripts and AWS cloud functions for pipeline automation and data wrangling. Led quarterly downstream impact analysis to align with seasonal business strategies.
- **Marketing experiment - customer engagement optimization:** Managed A/B testing and email automation for traffic channel expansion, product detail page upgrade, and Amazon marketplace service adoption.
- **Behavioral analytics - seller registration experience improvement:** 1) Developed a daily tracking tool to monitor the number of sellers starting, completing, upgrading, or dropping registration; 2) used time series and cohort analysis to deep dive seller behavior in registration funnel; 3) developed and managed a real-time analytics tool that enables sales team to pinpoint bottlenecks and improve registration experience.

**03/2019 – 11/2019  COCA COLA (JAPAN)  Tokyo, Japan**

**Business Service Manager (Department: IT Customer Commercial)**

- Led data science product initiative to enhance vending machine assortment planning and sales forecast.
- Managed on-premises-to-cloud data lake migration project to enable real-time vending data analysis.
- Supervised a vendor team of three data engineers to deliver cloud solutions for vending business.

**01/2018 - 10/2018  AKACHAN HONPO  Osaka, Japan**

**Data Product Lead (Department: Marketing / Overseas Business Development)**

- Led cross-departmental project that leverages AI algorithms to drive personalized marketing campaigns.
- Collaborated with CMO and senior marketing officers on developing data-driven marketing strategies.
- Integrated mobile application data with sales & marketing data to capture customer behavior in real time.
- Developed web crawler to analyze keyword search engine results and e-commerce marketplace data.
- Developed classification model to segment customers and products into focus groups for prioritization.
- Led retail store kaizen project to reduce checkout waiting time and mitigate inventory shortage issue.
- Analyzed POS and supply chain data to identify opportunities and risks for seasonal products.
- Led business planning to improve overseas goods receipt lead-time and cross-border marketing efficiency.

**11/2014- 06/2017  NIKE CHINA, Inc.  Shanghai, China**

**Business Intelligence Supervisor (Department: Demand Planning & Inventory Management)**

- **BI Visualization:** Developed 12 Tableau dashboards that helped supply chain users improve planning accuracy, reduce out-of-stock and overstock, and accelerate cross-channel inventory transfer.
- **Process Automation:** Developed tools to automate data processing; reduced planner workload by 50%.
- **Product Management:** Built BI tools to streamline value chain tracking for seasonal categories and derive insight to enhance product demand coverage, inventory turnover, and on-time shipment rate.
- Received two departmental awards (2015, 2016) and High-Performance Employee (2016) recognition.

**Project Manager Role (09/2015-03/2017)**

- Pioneered Scrum (Agile) model and managed IT vendors to develop iterative data solutions.
- Supervised a team of two product owners and two data professionals; aligned business priorities, set project roadmap and audited project deliverables; motivated team with personal development planning.
- Collaborated with merchandising, marketing, operation, and IT teams; led cross-functional LEAN project to examine the value chain and reduce waste; managed stakeholder expectations.

## QUALIFICATIONS:

- Tools (data science, data engineering, and BI): Python, AWS, SQL, Tableau, Google Analytics, BigQuery, Looker, GCP, JavaScript, HTML, CSS, GitHub, DBeaver, Alteryx, KNIME, Power BI, Visual Studio Code
- Japanese Language Proficiency Test N1 Certificate (Jan 2018)

## EDUCATION:

- **University of British Columbia, M.A.** Master of Arts in Economics (2014)
- **University of Victoria, B.Sc.** Major in Economics and Minor in Mathematics (2011)

## ADDITIONAL INFORMATION:

- Chinese Musicians' Association Accordion Level 10 Certificate
- Shanghai City Bank Cup Badminton Tournament Champion