AYAKO HOMMA

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DATA SCIENCE, ANALYTICS & VISUALIZATION EXPERT

Analyze Data and Deliver Meaningful Insights / Influence Key Business Decision Making

With over 10 years of work experience in market and consumer research, I have developed a strong background in data analytics, with expertise in the fashion, travel, retail, and consumer packaged goods (CPG) industries. Proficient in a broad range of qualitative and quantitative research methodologies and market intelligence sources across domestic and international markets. Certified in Data Science with SQL and Tableau from Cornell University, and recently completed a full-time Data Science Immersive Bootcamp Program where I gained coding skills in Python, advanced SQL and Tableau. This experience has enhanced my ability to draw meaningful conclusions from large datasets and influence decision-makers. Additionally, I have experience in mentoring teams of researchers and my strong leadership skills enable me to effectively collaborate with cross-functional teams and drive results.

Expertise:

Analytics | Data Science | Machine Learning | Data Visualization | Presentation | Forecasting | Predictive Analytics | Trend Identification | Statistical Reporting | Business Insights | Market Intelligence | Market Research | Market Data | Storytelling | Consumer Surveys |Python | SQL | Tableau | Excel | Fashion | Travel & Hospitality | CPG & Retail |

PROFESSIONAL EXPERIENCE

GENERAL ASSEMBLY, (Remote) Chicago, IL   2023

Data Scientist Fellowship Program
Acquired essential data science skills, including data collection, data preprocessing, exploratory data analysis (EDA), modeling, and presentation, through lectures, exercises, and presentations.
- Demonstrated proficiency in using Python packages such as pandas, NumPy, Matplotlib, Seaborn, NLTK, BeautifulSoup, Scikit-learn, TensorFlow and Keras to analyze and visualize data, as well as perform machine learning tasks in both Jupyter Notebook, Visual Studio (VS) Code and Google Colab environments.
- Developed advanced SQL skills by writing complex queries to extract and manipulate data from databases.
- Utilized Tableau to create interactive dashboards for data visualization and analytics in various projects.
- Contributed to diverse data science projects, such as predicting sumo wrestling match outcomes (using various machine learning models), developing a music genre classification model (using convolutional neural network and dense neural network), creating an income predictor model (using linear regression), building a Reddit NLP classifier (using Naive Bayes and logistic regression) and analyzing ACT & SAT test score performance in California (using Tableau, Seaborn, Matplotlib).
- Collaborated with a diverse group of classmates with various backgrounds, bringing different perspectives and experiences to complete group projects.
- Developed effective communication skills to present insights and solutions to both technical and non-technical audiences.

WOLVERINE WORLD WIDE, INC., (Remote) Chicago, IL   2021 - 2022

Senior Manager, Advanced Concepts & Trends
Led and executed domestic and international market trend research, to provide holistic view of consumer and identify whitespace opportunities. Conducted fashion trend forecasting based on most recently observed data and created predictions. Managed contracts and relationships with trend research agencies.
- Created and delivered 50-100 pages macro trend book on bi-annual basis focusing on key trends related to sustainability, digitalization, health and wellness, diversity and inclusion and retail experiences. Hosted bi-annual webinar to 300 employees, educating and increasing knowledge about industry's current state and outlook.
- Delivered monthly and quarterly updates of key trends reporting, encouraging brands and corporate to stay up to speed on latest industry's trends and react quickly.
- Analyzed market trends data and presented the analysis to the international business team, informing business decisions and identifying key focus markets that align with the company's long-term vision, leading to significant revenue growth.

WOLVERINE WORLD WIDE, INC., (Continued)

- Conducted trend forecasting and presented analysis during brands' ideation meetings, providing product designers and marketing teams with insights that informed product design and plan marketing campaign planning.
- Partnered with external research agencies and facilitated monthly virtual sessions, providing interactive trend learning events within the organization.

EUROMONITOR INTERNATIONAL, Chicago, IL   2012 - 2021

Senior Research Consultant   **2018 - 2021**

Produced data-led regional and global reports. Published a variety of opinion pieces and podcasts and was recognized as an industry expert. Delivered presentations on global industry outlook for sportswear to industry leaders and investors at UBS.

- Utilized Tableau to develop visually compelling charts and published strategic reports on economic and industry trends, competitive landscape, and growth opportunities. As a result, producer some of the most viewed content in Euromonitor's fashion research, leading to an increase in the number of subscriptions to Euromonitor's Passport database.
- Spoke to 100 attendees at Jewelers of America's National Convention and discussed how to be successful in the face of changing consumer behavior in the jewelry market.
- Comments and insights were cited in media including Financial Times, The Wall Street Journal, CNBC, CNN, Bloomberg, Business Insider, Fortune, Vogue, Business of Fashion, Retail Dive and Footwear News.
- Completed 3 months of internal secondment with survey / consumer insights team, increasing use of internal survey data into research reports and enhancing collaborative work between syndicated research team and survey team.

Senior Research Analyst, Chicago, IL   **2015 - 2018**

Developed research training sessions and supported onboarding of new team members and junior analysts. Created and delivered presentations at client's meetings, business conferences, and trade shows. Directly responded to queries and presented insights to key clients.

- Created material, trained, and presented information in excel to 20 new contractors and junior analysts worldwide bi-annually on complex research methodologies and techniques, showing how to organize, summarize and analyze data.
- Demonstrated way to incorporate web scraping into research process to research teams, improving efficiency of research process across teams.
- Spoke about luxury market performance at Luxury Interactive and served as moderator and speaker at LUXEPACK NYC and LUXEPACK LA.

Research Analyst, Chicago, IL   **2014 - 2015**

Conducted Japanese and U.S. market research, covering apparel and footwear, luxury goods, personal accessories and eyewear, and consumer health. Built and delivered annual updates of data analysis and wrote reports on market performance, market sizes, company and brand shares and channel distribution.

- Conducted primary and secondary research processes and unique research techniques such as web scraping and consumer surveys, providing additional sets of data and further supporting analysis.
- Built and enhanced relationships with key clients by responding to queries and presenting latest research findings, meeting client research requests.

Research Analyst, Tokyo, Japan   **2012 - 2014**

Conducted Japanese market research on apparel and footwear, luxury goods, personal accessories and eyewear, toys and games, travel and tourism and packaging industries. Analyzed, validated, and published annual updates of datasets on market sizes, company and brand shares and channel distributions. Delivered written reports on market performance, consumer lifestyle trends, profiles of leading companies and brands.

- Published podcasts and videocasts in Japanese and English, using external communication platforms and sharing industry trends and prospects, Comments were quoted in media including the Wall Street Journal, CNBC, Nikkei Sangyo, TTG Asia, Women's Wear Daily.

ADDITIONAL EXPERIENCE

HYATT INTERNATIONAL, Dubai, United Arab Emirates, **Events Sales Executive, Events Sales Coordinator**

NISSIN TRAVEL SERVICE (U.S.A.), INC., Dublin, OH, **Sales Representative / Special Project Coordinator**

WALT DISNEY WORLD RESORT, Lake Buena Vista, FL, **Resort Concierge (Disney College Program)**

EDUCATION

Certification, **Data Science Immersive Program**, General Assembly, Online Program

Certification, **Data Science with SQL and Tableau**, Cornell University, Online Program

Bachelor of Arts (BA), Hospitality Business, Michigan State University, East Lansing, MI

PROJECTS / PUBLICATIONS / AWARDS & HONORS

Sumo Wrestling Match Predictor, developed a machine learning model to predict the outcome of sumo wrestling matches with an accuracy score of at least 0.75. Conducted an exploratory data analysis and created an interactive dashboard on Tableau.

"The Oxford Handbook of Luxury Business", Oxford Handbooks, Contributor

Person Of the Month Award, Euromonitor International, for winning back a key lost client

TECHNICAL SKILLS

Languages: English and Japanese

Programming Languages: Python, SQL, Git

Computer Skills: Tableau, Jupyter Notebook, GitHub, Google Colab, Visual Studio (VS) Code, MS Office (Word, Excel, PowerPoint, Outlook, OneNote), SPSS, Qualtrics