

# AYAKO HOMMA

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## MARKET RESEARCHER, DATA ANALYTICS & DATA VISUALIZATION EXPERT

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

Experienced market and consumer research professional with a strong background in data analytics, specializing in the apparel, footwear, travel and hospitality, retail, and consumer goods industries. Skilled 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, further enhancing my ability to draw meaningful conclusions from large datasets and influence decision-makers. Passionate about utilizing data-driven insights to drive business growth and improve customer experience.

Expertise:

**Market & Consumer | Data Analysis | Data Visualization | Machine Learning | Data Mining | Forecasting | Storytelling  
Predictive Analytics | Statistical Reporting Forecasting | Data Presentation | Trend Identification | Marketing Analytics**

## PROFESSIONAL EXPERIENCE

**WOLVERINE WORLD WIDE, INC.,** (Remote) Chicago, IL

2021 - 2022

### Senior Manager, Advanced Concepts & Trends

Led and executed domestic and international market trend research, utilizing multi-sourced research methodology 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, ensuring timely and accurate delivery of insights.

- 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. Utilized various analysis and insights from multiple sources to synthesize information and provide in-depth trend outlook. 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.
- Presented market trends data and analysis to the international business team, assessing market performance and identifying international market opportunities.
- Presented trend forecasting during brands' ideation meetings, providing product designers and marketing teams with insights that helped them design products and plan marketing campaigns.
- 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.

- Published strategic reports on economic and industry trends, competitive landscape, and growth opportunities, using Tableau and PowerPoint. Produced some of the most-viewed content in Euromonitor's fashion research.
- 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 a 3-month internal secondment with the survey/ consumer insights team, increasing the use of internal survey data in research reports and enhancing collaborative work between the syndicated research team and survey team. Learned and utilized SPSS and Qualtrics.

### Senior Research Analyst

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.

**EUROMONITOR INTERNATIONAL (Continued)**

- 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. Utilized top-down and bottom-up approaches to build market sizing and analyze market trends. Built and delivered annual updates of data analysis and wrote reports on market performance, market sizes, company and brand shares and channel distribution using Excel and Word.

- 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. Synthesized insights from multiple data sources to provide a comprehensive view of the market trends and consumer behavior. Presented research findings through insightful reports and presentations.
- Built and enhanced relationships with key clients by responding to queries and presenting latest research findings, meeting client research requests. Ensured timely delivery of reports and presentations, and provided additional insights and recommendations to support clients' business decisions.

**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. Utilized primary and secondary research methods, including meeting and trade interviews with relevant market players, and collecting and reviewing any type of public data from official sources, trade press, government institutions, trade association, and company reports. Compiled information to provide an accurate view of an industry and a country.

- Analyzed, validated, and published annual updates of datasets on market sizes, company and brand shares, and channel distributions using Excel. Delivered written reports on market performance, consumer lifestyle trends, and 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**

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

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

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

**PUBLICATIONS / AWARDS & HONORS**

"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

Computer Skills: MS Office (Word, Excel, PowerPoint, Outlook, OneNote), Tableau, SPSS, Qualtrics