

☎ 090-5812-3269
✉ keenan.cooper0529@gmail.com
📍 Yokohama, Japan
in www.linkedin.com/in/keenancooper
🌐 www.github.com/keenan-cooper
🌐 www.datacamp.com/profile/keenanc

Keenan Cooper

Sales Analyst



SUMMARY

Driven, passionate, and self-motivated sales analyst aiming to switch into a data analyst role where I can utilize and develop my self-taught programming ability, data knowledge, experience with BI tools, interpersonal and bilingual communication skills, 8+ years of professional sales and marketing experience, and proven problem-solving track record.

SKILLS

Power BI

SQL Server

Python

Excel

Statistics

Tableau

Problem-solving

Google Analytics

Project Management

English/Japanese Bilingual

PROFESSIONAL EXPERIENCE

Sales Analyst / BI Developer / Account Associate

Aug '19 - Present

SANYO DENKI CO., LTD.

Tokyo, Japan

International Sales Department

- Lead the utilization of data analytics and data visualization by introducing the business intelligence tool Power BI to the department
- Create dynamic dashboards and reports to deliver meaningful insights to my team leading to improved new customer development and response-time
- Manage three key accounts by collaborating with overseas sales offices and domestic design and production departments
- Daily activities include but are not limited to: dashboard design and maintenance; creating quotations; managing price lists; communicating with overseas offices (English and Japanese); handling price negotiations; attending meetings with customers and overseas offices; ad hoc translation and interpretation; and providing bilingual support for customers, local engineers, and supervisors during factory tours, sales meetings, and trade shows

Localization Team Leader / Marketing Specialist

Jul '14 - Jul '19

SANYO DENKI CO., LTD.

Tokyo, Japan

Marketing Department

- Initiated, managed, owned, and successfully led a project to completion that reduced outsourcing fees by +15%
- Provided training to coworkers for machine translation software leading to a +50% improvement in translation productivity
- Aided the sales, marketing, and PR teams by creating and editing high-quality English IR materials, technical manuals, product catalogs, press releases, sales materials, PR video subtitles, and presidential announcements

Assistant Language Teacher

Apr '11 - Mar '14

Link Interac Inc.

Kawasaki, Japan

- Operating individual and team-based teaching environment, led energetic and fun English classes based on a set curriculum to public elementary school students

Native Instructor

Aug '09 - Mar '11

GEOS Eikaiwa Corporation

Nagano, Japan

- Taught engaging and interactive lessons using games, songs, dancing, and various teaching materials with children ages 2 to 15 and classroom-based, conversation-style lessons to adults and students of various levels

Front Desk Agent / Resort Concierge

Dec '08 - May '09

GALA Yuzawa Ski Resort

Niigata, Japan

- Offered bilingual customer service to Japanese and foreign guests
- Operated a cash register and distributed lift tickets

PROJECTS

Performance Report for a Pet Device Startup

Jun '22

[Power BI Report](#)

- Built a multi-page, boardroom-ready Power BI report illuminating how data for the smart-collar *Lapcat* compares to that from the dog collar *Lapdog* devices
- Used dynamic visualizations and functions including drill-through, bookmarks, and slicers to answer:
 - Did the average daily steps increase for cats wearing the device as they did for dogs?
 - Were owners of *Lapcat* devices as satisfied with the product as *Lapdog* owners?

Data Exploration: Covid-19 Dashboard

Jan '22

[GitHub repo of SQL code](#) / [Tableau Dashboard](#)

- Extracted raw data from the Our World in Data website and performed various queries and manipulations in SQL Server including joins, CTE's, temp tables, window functions, aggregate functions, views, and data type conversions.
- Used queries from SQL data exploration to create a Tableau dashboard visualizing case and death count across multiple regions.

Marketing Analytics for a Food Delivery Platform

Dec '21

[Presentation](#) / [GitHub repo of Python code](#)

- Analyzed data for a food delivery platform to uncover insight into recent unsuccessful marketing campaigns, then proposed data-driven solutions and recommendations
- Used Python visualization libraries to systematically explore a dataset, using plots of single and multiple variables
- Delivered a short presentation to illustrate interesting properties, trends, relationships discovered, and actionable insights

Sentiment Analysis: WeRateDogs Twitter Data

Oct '21

[GitHub repo of Python code](#)

- Gathered Tweet API JSON data using Python Tweepy Library and assessed the data for quality and tidiness issues
- Identified trends in tweet popularity by cleaning the master data, storing the Pandas DataFrames in CSV files, and visualizing and reporting the results

Hypothesis Test: Analyze A/B Test Results

Aug '21

[GitHub repo of Python code](#)

- Dissected test results for an e-commerce website to determine if the old or new webpage produced more conversions
- Determined that the old web page was sufficient by performing a hypothesis test using bootstrap sampling, statistical tests, and multiple regression

EDUCATION

Data Analysis and Visualization with Microsoft Power BI Nanodegree Program

Apr '22 - Jul '22

Udacity

Data Analyst Nanodegree Program

Apr '21 - Jan '22

Udacity

Bachelor of Arts in Humanities - East Asian Studies

Sep '03 - Jun '08

University of Victoria

CERTIFICATIONS

Microsoft Certified: Power BI Data Analyst Associate - Microsoft, Exp. July '22

Data Analyst in Power BI Career Track- DataCamp, July '22

Google Analytics Individual Qualification - Google, Feb '22

Data Analyst Professional Certificate - DataCamp, Jan '22

Bloomberg Market Concepts - Bloomberg, Nov '21

Business Japanese Proficiency: J1+ - The Japan Kanji Aptitude Testing Foundation, Oct '17

Japanese Language Proficiency: N1 - Japanese Educational Exchanges and Services, Jan '14