

Mio Sagawa

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Summary

- 18 months of experience in designing and gathering surveys and creating reports at SURVEY RESEARCH CENTER.
- 6 years of experience at SAS Institute Japan in SAS programming, development, requirement analysis, and testing.
- Team member as well as a project leader with experience in POS data analysis, engine failure prediction, product demand prediction for an insurance company, seat installation optimization analysis for a railway company, and data-driven development for various industries.
- BPO team member with 12 months of experience at Accenture in supporting advanced analysis, formulating and testing hypotheses regarding the operator response rate, the customer acquisition and retention rates.
- Work on digital analytics at Accenture to test and develop environment migration and conduct analysis regarding the affluent and the performance of sales staff.
- Able to coordinate with customers while developing a good relationship with them.
- Able to identify tasks and formulate and evaluate hypotheses from the various perspectives and the standpoints of top management and direct labor force.
- Able to handle large amounts of data efficiently from the viewpoints of developers.

Experience

Accenture PLC, Tokyo

October 2015 to present

Digital Analytics Data Scientist

Marketing analysis and system development support (SQL program change for server migration, SAS EM & SAS EG migration)

- **Responsible for data science projects for a major airline company.**
(2 project members) April - October 2019
 - Use R and Python for analysis.
 - Predict sales using an ARIMA model (time series data):
 - Predict the next month's sales from credit card business based on the actual results regarding membership cards (annual membership fee and the number of users, sales from mileage sales).
 - Identify which user base has impact on an increase in sales by matching and analyzing sales and user attributes.
 - Verify campaign effectiveness by reviewing the past verification methods, conducting analysis and creating reports:
 - Develop Excel and Tableau dashboards to continually monitor campaign effectiveness.
 - Organize campaign indicators and calculate the number of new members per passenger attribute, the number of campaign achievers and retention rates for comparison to off-season.
- **Created forms to improve medical representatives' performance for a major pharmaceutical company.**
(20 project members including 1 analytic member) January - March 2019
 - Created forms (scenario, allocation, summary sheet) as reference for medical representatives, sales branch managers and the headquarters to improve the operating performance.
 - Used Python and SQL for requirement definition, design and form creation.
 - Calculated target values on a quarterly basis and output the operating results based on the reports.
 - Created handover materials, conducted testing and dealt with customers (data exploration, form checking and modification and advice on format layout).
- **Operated and maintained the established SAP CIS for a major power company.**
(100 project members) July - December 2018
 - Operated and maintained the established SAP CIS.
 - Created and managed handover materials (work, function & knowledge list) to ensure all team members new and existing, are kept up to date on the current status of the whole project.
- **Supported a large manufacturing company's data analysis infrastructure development and data management operation.** (2 project members) April - May 2018
 - Improved data management activities, expanded data utilization for C-DWH dissemination, and supported the management of the PDCA cycle.
 - Gave advice on data management and created daily report meeting materials.
- **Improved the efficiency of large-scale rice cultivation in Fukushima via digital agriculture.**
(15 project members including 7 vendor staff members) January-March 2018
 - Developed the automated system for each rice field using sensors and drone data to predict rice yield, harvest time, and the risk of rice blast disease. This increased prediction accuracy and improved productivity and profitability.
 - Created report materials using PowerPoint.

- **Conducted marketing analysis for a major securities company. (3 project members)** July - November 2017
 - Analyzed high-performing sales staff to boost low-performing sales staff.
 - Formulated analysis hypotheses, gathered data, and analyzed model impact.
 - Created models by making explanatory variable, graphs, and materials for documents via data trends.
 - Obtained Excel and Access skills in a short term.
- **Developed systems & modified batch process for a major securities company. (3 project members)** April - June 2017
 - Modified existing batch programs via the company's customer data.
 - Changed SQL program for new environment at the time of server migration.
 - Changed 80 existing batch programs and created manuals.
 - Modified program efficiently to complete the assignment within a short span of only three months.
 My achievement was highly evaluated.

Operation BPO System Engineer

Development support (DM target extraction: requirement analysis, design, development & test) and analysis support for model creation at an outbound telemarketing team (hypothesis formulation, data processing & gathering, and model & document creation)

- **Extracted data and developed systems for a major telecommunications operator. (15 project members, including 1 vendor staff member)** October 2015 – March 2016
 - Extracted service targets & developed systems via telecommunications operator's customer data.
 - Analyzed credit card transaction history via BaseSAS as a finance team member.
 - Received in-house award of "FY2016 Q2 Above & Beyond feat. PRIDE Award."
- **Developed outbound telemarketing models & supported analysis at a major telecommunications operator. (4 project members)** April - August 2016
 - Conducted advanced analysis for outbound telemarketing to increase the operator response rate, the customer acquisition and retention rates.
 - Analyzed the convenient time for customers to make phone calls and the compatibility with operators based on customer attributes.
 - Developed models to predict the operator response rate and the customer acquisition rate.
 - Formulated hypotheses and gathered data for analysis, and analyzed model impact.
 - Created explanatory variable for model creation, and forms for monitoring, and dealt with development works.
 - Run simulation to identify the customer acquisition rate as the key factor to increase sales easily and efficiently, resulting in a 10% increase in the customer acquisition rate.

SAS Institute Japan Ltd., Tokyo

January 2009 to July 2014

Analysis consultant, Analysis Team, Consulting Service Department

Data extraction via Base SAS & SAS EG (requirement analysis - test) and form creation, model development via SAS EM (Clustering, decision trees, logistic regression, etc.), creation & explanation of SAS operation manuals (analysis manuals for customers), analysis proposal creation and SAS installation

- **Created forms and developed systems for a credit card company. (8 project members, including 6 vendor staff members)** January - March 2009
 - Experienced in dealing with the large scale system development projects using SAS.
 - Created forms and developed systems for the multivendor system projects with additional sub projects.
 - Supported project operations to complete forms by delivery deadline.
- **Created forms & supported analysis for an electronics retailer. (20 project members, including 17 vendor staff members)** April 2009 - May 2011
 - Supported system development and analyzed product recommendations to increase sales on electronics retailer's EC site.
 - Conducted research including the verification of analysis, monitoring, and site structure analysis.
 - Created easy to understand materials for customers regarding association analysis and other analytical methods.
 - Kept weekly sales records and made reports for the president.
- **Developed credit models for a credit card company. (6 project members, including 5 vendor staff members)** February – July 2014
 - Developed credit models via Base SAS (creation of decision trees via programming), because the client didn't possess a model creation tool (SAS EM).
 - Worked as a project leader to develop credit models and conducted a basic data gathering while establishing a good relationship with the customer.

- Selected explanatory variable through various data evaluation methods, which resulted in appearance of advanced model with high resolution.

Other Projects

- Conducted customer segmentation analysis for mail-order company's catalogs. June - September 2011
- Projected product demand for an insurance company. October 2011- January 2012
- Analyzed HR, trade area, and product recommendations for an electronics retailer. February - December 2012
- Projected product demand for a mail-order company. January 2013 - May 2013
- Analyzed optimum seat allocation for a railway company. December 2013 - March 2014

SURVEY RESEARCH CENTER CO., LTD., Tokyo

July 2007 to December 2008

Consultant, Public Opinion Planning Section 2, Public Opinion Planning Department

Report creation for government agencies (survey, survey design, data gathering and observation) and dealing with public opinion survey proposals, biddings, and contractor dealings

■ Experienced in general survey requests from government agencies. (1 project member and 2 assistants)

July 2007 - December 2008

- Worked as a consultant on public survey design to increase respondents to obtain useful results.
- Created a 500 page of the report with graphs via aggregating software (ASSUM).
- Managed process control and the work of assistants, and dealt with a printing company.
- Provided advice on survey design to increase respondents via acquired knowledge and experiences from the university such as surveys, and SPSS data analysis.

Education

Mar. 2007 Dept. of Regional Development, Faculty of Life & Environmental Science, Shimane University, Shimane, Japan
June.2020 The Coding Boot Camp at UT Austin, The University of Texas at Austin, US

Certifications

Category 1 driver's license / TOEIC 750 / SAS Base Programmer for SAS 9, SAS Certified Professional
2nd & 3rd grades of Japan Statistical Society Certificate / WACA WEB consultant, Web Analytics Consultations Association

Skills

SAS, Python, R, SQL, Tableau, Microsoft base (VBA, Excel, PowerPoint, Access), SPSS, SAP (CIS), ABAP (SAP) ,
HTML5, CSS3, JavaScript ,Git

Awards

"FY2016 Q2 Above and Beyond feat. PRIDE Award 2016" for outstanding completion of a project and customer satisfaction

Activities

Avid organizer-cum-member of the company surfing club (120 members) and triathlon club (40 member) - training camp and event planning