

# Moeko Mitani

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## SUMMARY

Graduate student in **Data Science** with hands-on experience in such as machine learning, business intelligence, and text mining. Completed projects in customer segmentation, sales forecasting, recommendation systems, and AI chatbot development through collaborations with real companies. Skilled in Python, SQL, and data analytics tools, with a strong interest in business process optimization and insight generation.

## EDUCATION

### MSc in Data Science and Advanced Analytics, with a specialization in Business Analytics

*NOVA IMS, Portugal (Sep 2024 - Expected Nov 2026)*

### MSc in Hospitality and Tourism Management

*ISCTE, Portugal (Sep 2020 - Nov 2022)*

### BA in Culture and Tourism Studies

*Rikkyo University, Japan (Apr 2015 - Mar 2020)*

### BA Exchange in Ethnology and Sociology

*University of Warsaw, Poland (Sep 2018 - Jun 2019)*

## PROFESSIONAL EXPERIENCE

### KYC Analyst | Accenture, Portugal (Apr 2024 - Aug 2024)

- Conducted comprehensive KYC/EDD reviews and onboarding processes, including name screening, PEP management, and customer risk assessment.

### Google Japanese Search Language Specialist Engineer | QUALITEST, Portugal (Mar 2022 - Mar 2024)

- Spearheaded NLP projects, combining expertise in software, linguistics, and cultural knowledge to deliver high-quality solutions in **Agile environment**.
- Task & Training PoC**, and Reviewer. Managed the product quality and employee training with strong communication skill. Communicate directly with stakeholders to understand requirements and gather feedback for continuous improvement.

### Hotel Manager Assistant Intern | Agriturismo Beatilla, Italy (Sep 2021 - Dec 2021)

- Implemented Management and Human Resources activities, contributing to the efficient operation of the organization.
- Utilized Google Analytics, Google Search Console, and SEO strategies to analyze data and optimize marketing efforts.

### Receptionist Intern | Club Med Tomamu, Japan (Aug 2018 - Sep 2018)

- Demonstrated the ability to work effectively under pressure in a fast-paced environment, handling a high volume of guest interactions in Japanese, English, and Italian.

### Information Desk & Customer Service | Hands Inc., Japan (Sep 2016 - Jul 2018)

- Created advertisements, developed and executed sales promotions for tourists.

## ADDITIONAL EXPERIENCE AND AWARD

### Starters Academy | NOVA IMS (Mar 2025 - June 2025)

- Selected for an elite entrepreneurship program focused on startup development.
- Built an AI-powered ESG matchmaking platform business plan, applying skills in innovation, strategy, and problem-solving.

### Osaka Expo 2025 Collaborator | NOVA (Mar 2025 - Present)

- Assisting in promotional efforts for NOVA University aimed at Japanese students through the Osaka Expo partnership.

### Featured Exchange Student | Rikkyo University (2020 - Present)

- Selected by Rikkyo University to be featured in the 2021 brochure as a model student for the exchange study abroad program.
- Continuing to support international exchange by facilitating information sessions with students and professors.

### Student Representative & Volunteer | AFS Intercultural Programs Japan (Oct 2015 - Jul 2018)

- Successfully organized and executed multi-day orientations for exchange students, impacting over 500 students annually. Coordinated all aspects of orientation activities, including scheduling sessions, securing venues, and arranging logistics.
- Representative (2017)**. Trained and supervised student volunteers of about 100. Managed volunteer assignments and schedules, organizing regular meetings to align efforts and address any issues. Gained strong team-building, leadership and problem-solving skills.

### Vice-President of Belly Dance Circle | Rikkyo University (2017)

- Led event planning efforts and collaborated with the college fair committee to successfully organize the group's participation in the school fair.

## SKILLS & CERTIFICATES

**Skills:** Python, SQL, R, Microsoft Fabric, Celonis, Databricks, Project Management, Employee Training  
**Certificates:** Google Project Management Certificate, Google Data Analytics Professional Certificate, Japanese Secretarial Skill Proficiency Test Grade 2  
**Languages:** Japanese, English, Italian

## PROJECTS

### Hotel Customer Segmentation and Profiling (2025)

- Segmented hotel customers (111K+ records over 3 years) by applying the CRISP-DM framework and using K-Means clustering.
- Benchmarked multiple clustering methods including SOM and DBSCAN, evaluated using R<sup>2</sup>.
- Created customer profiles and proposed data-driven marketing strategies.
- Grade: **19.5/20**

### Sales Forecasting - SIEMENS (2025)

- Developed AI-based time series models (e.g., XGBoost, ARIMA, HistGradientBoosting) to forecast product group sales for 10 months. Trained models on 2 years of sales data and 18+ years of macroeconomic indicators.
- Used RMSPE and cross-validation RMSE for model evaluation; XGBoost selected as best performer.
- Authored a development and maintenance plan for ongoing deployment.
- Grade: **19.25/20**

### Recommendation System - Jerónimo Martins (2025)

- Developed four types of product recommendation systems: Usual Basket / Last Purchase, Smart Basket, Substitute Products, and Single Item Recommendations using techniques such as Apriori, association rules, and hybrid collaborative filtering (with and without clustering).
- Evaluated Smart Basket models using Monte Carlo Cross-Validation.
- Performed customer segmentation using K-Means, SOM, and DBSCAN, assessed via R<sup>2</sup> for model selection.
- Selected to present the project to Jerónimo Martins as part of a course showcase.
- Grade: **19.75/20**

More details and other projects are available on [GitHub](#) & [Portfolio](#)