

# ALEX OGUCHI

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## EDUCATION

**Master of Science in Business Analytics**, Rady School of Management 12/2025

University of California, San Diego, CA

GPA: 3.89 / 4.00

- Relevant Courses: BI, Business Analytics, Customer Analytics, Machine Learning Algorithms, Deep Learning for Business

**Bachelor of Science, Business Economics / Bachelor of Arts, International Business / Minor in Data Science** 06/2024

University of California, San Diego, CA

## SKILLS

- **Languages/Coding:** Python, R, SQL, Stata
- **Tools:** Git, Github, Pandas, NumPy, SciPy, Statsmodels, Scikit-Learn, PyTorch, Matplotlib, Tidyverse, GGPlot, Tableau
- **Projects:** <https://github.com/raoguchi/>
- **Spoken Languages:** Japanese

## EXPERIENCE

**E-Commerce Merchandising Assistant**, Ultima Supply, Torrance, CA 07/2022 - Present

- Leads marketing and pricing strategies during Anime Expo to create returns up to 10 times on in-demand items
- Provides consultation in wholesale trade negotiations totaling over \$5000 to capture new customer segments
- Manages inbound and outbound e-commerce merchandise on Tiktok, Ebay, and Amazon during operations, totaling more than 200 orders per day

**Residential Dining Unit Student Coordinator**, UCSD Housing Dining Hospitality, San Diego, CA 05/2023 - 06/2024

- Supervised and coordinated a labor force of over 90 students, optimizing service for 2000+ patrons per hour
- Collaborated with upper administration to acclimate students to a renovation project that increased revenues by 120 percent
- Designed and implemented comprehensive training modules, including hands-on demonstrations, to standardize operations, enhance efficiency, and maintain high quality service

**Associate Internship**, Japanese Travel Bureau USA, Torrance, CA 07/2022 - 08/2022

- Developed detailed **Excel** documentation to streamline company transition policy following impacts of COVID 19, outlining structural changes for new acquisitions
- Crafted and analyzed social media marketing campaigns on Meta and mass-email services, targeting Japanese customer segments, resulting in an increase of 25% in post impressions
- Conducted research on global business developments aligned with company SDG initiatives, delivering weekly presentations to internal stakeholders

## PROJECTS

**Implications of Training Data Sizes for Image ML**, MGTA 415, Rady School of Management 01/2025 - 03/2025

- Investigated how prototype selection affects model accuracy across various image datasets to optimize learning algorithm performance and efficiency in **PyTorch**
- Evaluated the practical applications of prototyping by assessing statistical ramifications of data selection across varying levels of image complexity through MNIST, EMNIST, and KMNIST datasets

**Los Angeles Crime Model Classifier**, MGTA 452, Rady School of Management 10/2024 - 12/2024

- Developed a crime type classification model using **LightGBM**, applying Gradient Boosting on over 1 million data points in **Python**, achieving 75 percent accuracy with no model bias
- Built an interactive **JavaScript** web tool integrating **Mapbox.js** and **D3.js** with **HTML** to visualize 4-year crime trends on cleaned municipal data

**SQL and ETL for Sales Database Management**, MGTA 464, Rady School of Management 08/2024

- Led a team of 4 to deploy **Python**-based solutions for querying, uploading, and modifying structured warehousing datasets in **Snowflake**'s database manager in **PostgresSQL**
- Processed and manipulated geospatial data provided by Cybersyn to generate dynamic tabular data for integration into warehousing database in **PostgresSQL**