

ALEX OGUCHI

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EDUCATION

Master of Science in Business Analytics, Rady School of Management 06/2025

University of California, San Diego, CA

GPA: 3.89 / 4.00

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

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**