SATOSHI IDO

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EDUCATION

MS in Statistics | Purdue University | IN, USA | December 2024
- GPA: 3.57 / 4.0 | Graduate Student Organization Social Chair | Teaching Assistant
- Concentration: Applied Statistics
- Coursework: Design of Experiments, Mathematical and Computational Statistics, Causal Inference, Bayesian Statistics

BA in Management | Sophia University | Tokyo, Japan | March 2022
- GPA: 3.54 / 4.0 | Undergraduate Department Representative Panelist
- Concentration: Strategic Management, Marketing
- Coursework: Strategic Management, Digital Marketing, Leadership & Organizational Behavior, Statistics, Econometrics

PROFESSIONAL EXPERIENCE

Graduate Research Assistant | Purdue University | IN, USA | July 2023 - April 2024
- Execute 12GB of analytical research on 4 major strategic management focuses including M&A, Patent, and VC, proposing the possibility of comparable backgrounds among experimental groups which led creation of 2 additional research topics
- Organize research analysis plan of the network approach in strategic management, proving technological overlaps between companies impacted during the M&A process and reducing the team's analytical workload by 80+ hours per month

Graduate Data Analytics Intern | MJ Insurance Inc. | IN, USA | May 2023 – August 2023
- Led team in DWH migration from legacy systems, automating 15 manual processes and saving ~100 hours per week
- Planned ETL design with 5 stakeholders, ensuring seamless dashboard reporting and reducing workload by ~600 hours p.a.

Data Analytics and Product Development | Smart Drive Inc. | Tokyo, Japan | April 2021 – July 2022
- Analyzed 10 GB of data via statistical methods, finding 3 key elements of customer behavior and increasing CRR by 7% QoQ
- Developed relationships and understood client's needs in designing 4 new features in the company's product lines, via Big Query and Looker, resulting in the onboarding of 30+ new customers and increasing cross-sale opportunities by $140K p.a.
- Aligned with Business Development and local agencies to build a new feature to optimize understaffed rural public transport networks, including heatmap function monitoring user behavioral patterns with Looker, leading to 400 fewer bus trips p.a.

Data Science Intern | AUTORO Inc. | Tokyo, Japan | May 2020 – March 2021
- Managed optimization of sales team's closing rates, identifying 4 key customer traits and increased closing rates by 2 p.p.
- Grasped CS teams' needs and used statistical and ML models to guide contract renewal strategy, improving CRR by 10% QoQ

Marketing Data Science Intern | Daikokuya Inc. | Tokyo, Japan | May 2019 – May 2020
- Established goals and strategy with CommEx team, coordinating marketing efficiency via ML models and lowering CoA by 11%
- Conducted development of marketing plans and data-driven proposals in agency negotiations, resulting in $120k savings p.a.
- Led consolidation of customer data from 100 Excel files into Salesforce, increasing customer interaction by 25% at 18 branches

ACTIVITIES & LEADERSHIP

Founder / Leader | CDLE Youth | Tokyo, Japan | December 2019 – August 2021
- Trained 15 board members and led development of marketing materials for new member recruiting, increasing membership by 100 people and resulting in $36k p.a. of sponsorship from the Japanese Deep Learning Association and other organizations
- Led teams and negotiated event sponsorship with 5 companies, securing $100k for country-wide hackathon with 300 participants
- Directed team in MUFG's coding contest, resulting in 1st place out of 200 teams and earning priority in job hunting selection

SKILLS

Hard skills: Statistical Modeling, Statistical Inference, Machine Learning, Digital Marketing Analysis, Data Summary Visualization
Tech stacks: PowerBI, Looker, Tableau, Python, PyTorch, R, SAS, Excel, SQL, Big Query, GitHub, Docker, AWS, Hadoop, Redshift