Yuki Tanaka

Senior Data Analyst, E-commerce

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PROFILE

Data analyst with 8 years of experience in e-commerce. I turn messy order and traffic data into dashboards and experiments that product and marketing teams use every week.

EXPERIENCE

Senior Data Analyst 2021 to present
Cascade Marketplace · Seattle, WA

- Built the revenue dashboard used daily by 150 people
- Ran 40 A/B tests that lifted checkout conversion by 9%
- Trained 25 colleagues in self-serve analytics

Data Analyst 2018 to 2021
Puget Retail Group · Tacoma, WA

- Forecast weekly demand for 2,000 products with 8% error
- Automated 12 weekly reports, saving 15 hours a week
- Created the customer segments used in email campaigns

Business Analyst 2016 to 2018
Emerald Insights · Portland, OR

- Cleaned and merged survey data for 20 client studies
- Presented findings to leadership teams every month

EDUCATION

MS, Statistics 2016
University of Washington

BA, Economics 2014
Reed College

SKILLS

Analysis: SQL, Python, R, experiment design, forecasting

Visualization: Tableau, Looker, Power BI, dashboard design

Data tools: BigQuery, dbt, Airflow, Git

CERTIFICATIONS

- Google Data Analytics Certificate, 2020
- Tableau Desktop Specialist, 2019

LANGUAGES

English (native), Japanese (fluent)