

# akiko oguchi

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## skills & tools

- Skills:**
- Data extraction, transformation, and loading
  - Data cleaning/preprocessing
  - Data analysis: descriptive, exploratory, inferential, spatial, gap, statistical, predictive modeling, basic machine learning models
  - Data visualization, dashboarding, storytelling
  - Quantitative research, research design
  - Trauma-informed design & communication
  - Mental Health First Aid
  - Human-centered design thinking, graphic design, color theory
- Tools:**
- Microsoft Excel
  - PostgreSQL
  - Python (Pandas, SciPy, NumPy, Matplotlib, Seaborn, Folium)
  - Tableau
  - GitHub
  - ArcGIS
  - Adobe Illustrator and InDesign, SketchUp

## analytics projects

- Investigated correlation between global prevalence of Depressive and Anxiety Disorders and social connection, cultural stigma, and socioeconomic factors using Python, employing techniques such as pair plots, correlation coefficient heatmaps, spatial and time-series analysis, linear regressions, and k-means clustering. Analysis revealed an inverse correlation between these disorders and AHDI, alongside a strong universal prevalence of cultural stigma across AHDI levels, indicating that higher income, resources, accessibility, and government support do not abate strong stigma. 📄
- Analyzed socioeconomic and time-series data in Excel to optimize U.S. medical resource allocation during an influenza season, highlighting significant variations in vulnerabilities and medical resource needs across states. Analysis of age demographics, infection and flu-related death rates, and Social Vulnerability Indexes underscored the necessity for precise resource allocation to accommodate community-specific needs and reduce unnecessary expenditures. 📄
- Uncovered a complete lack of representation of single parents in Instacart's 30 million+ customer base by using Python. Recommended further analysis into potential barriers such as accessibility, cost, and marketing bias to address this exclusion and to ensure business inclusivity. 📄
- Identified key global markets for a movie rental company and classified countries into sales groupings, by using PostgreSQL and Excel, to assign tailored marketing strategies for optimized growth. Visual presentations produced with Tableau and Adobe Illustrator. 📄

## work experience

### Entrepreneur | Good Company | San Jose, CA | Oct 2015 - present

- Directed and orchestrated end-to-end business, production, and marketing operations, enhancing production efficiency and product quality to satisfy both wholesale and retail demands.
- Cultivated and expanded partnerships, positioning products in over 1,000 global retailers from local boutiques to major e-commerce platforms and department stores, while managing production and inventory.
- Developed and implemented marketing strategies that elevated brand visibility, securing features in media outlets including Martha Stewart Living, The Oprah Magazine, The Washington Post, USA Today, Better Homes & Gardens, and HGTV.

### Product Designer | 5th Season | Portland, OR | Jan 2011 - Sep 2015

- Launched a sustainable design initiative by partnering with local coffee roasting companies and Goodwill to repurpose discarded burlap sacks and clothing into a nationally distributed line of upcycled home goods, in an effort to divert waste from landfills.
- Gained recognition in four published books that promoted waste reduction and upcycling, raising awareness about sustainable practices.

### Research Associate | University of California, Plant Pathology Department | Davis, CA | May 2006 - Dec 2010

- Conducted comprehensive research on the ecology and management of native California forests affected by Sudden Oak Death, ranging from experimental studies to field research at landscape scales, actively collaborating with a multidisciplinary team of ecologists, epidemiologists, molecular biologists, entomologists, and forest managers.
- Spearheaded geospatial analysis using ArcGIS to translate laboratory and field data into visual representations, enhancing data storytelling and supporting unprecedented watershed, landscape, and wildfire analyses.
- Ensured the integrity and usability of data for detailed quantitative analyses by managing the collection, entry, and cleaning of data for ongoing and term-specific experiments.
- Delivered public presentations to local park services, translating scientific findings into accessible information to engage and educate the community, thereby bridging the gap between academic research and public awareness.

## education

- CareerFoundry, Certificate in Data Analytics, Feb 2024
- California Polytechnic State University, San Luis Obispo, CA
  - Bachelor of Science, Forestry and Natural Resources Management; Minor in Geographic Information Systems (GIS)