

SHOKOLATTE TACHIKAWA

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PROFESSIONAL SUMMARY

Detail-oriented data analyst with expertise in synthesizing complex datasets into actionable insights to support decision-making. Proficient in Excel, Tableau, SQL, and GIS, with strong skills in project coordination, data visualization, and stakeholder collaboration. Adept at managing multiple projects in fast-paced environments and leveraging data to enhance public service outcomes.

EXPERIENCE

Business Analyst and Consultant, freelance

03/2023 - Present

- Constructed multiple business platforms to provide partnership environment across diverse industries.
- Seasonal tax return Quality Reviewer at Center For Family Life observing all tax returns and analyze inputs for trends in the community. Resident Accounting/Financial Data Management at Jordon Ventures, Inc., and Eladia's Kids.
- Collaborate with clients from various business sectors including CUNY academia and startup programs, to process and analyze their datasets, and provide data-driven insights using tools such as Excel, R, and Tableau.

Desk Service Analyst, Migration Resource Center

06/2022 – 05/2023

- Managed client data within a SaaS case management system, ensuring accurate and organized documentation.
- Handled incoming office calls of approx. 20/day using RingCentral system and established outreach workflow.
- Analyzed the exported data for attorneys' consultation schedules using Power BI on Teams and Google Workplace.

Marketing and Outreach Intern, Migration Resource Center

10/2019 – 01/2020

- Researched and implemented marketing strategies to optimize outreach within budget constraints using Google AdWords and SEO techniques.
- Analyzed website and social media data to refine campaigns and maximize engagement.

Test Center Manager, Pearson VUE National Computer Systems Japan K.K.

02/2014 – 01/2015

- Supervised daily operations for a high-volume testing center, improving capacity by 10% through resource optimization.
- Generated data-driven reports on test-taker distribution and shared insights with APAC management to enhance regional operations.

EDUCATION

MSc, Data Analysis and Visualization CUNY Graduate Center

09/2023

MBA, Digital Marketing Zicklin School of Business Baruch College CUNY

08/2020

BSc, Financial Economics Medgar Evers College CUNY

12/2017

SKILLS

Data Analysis (R, Python, SQL), Data Visualization (D3.JS, Tableau, Power BI, ArcGIS), Web Analytics (Google Analytics, Adobe Analytics), Website/Graphics (HTML, CSS, JS, Photoshop, Illustrator), Business Application (SAP, Oracle, SaaS, Agile), Statistics (Hierarchical Linear Regression, Logistic Regression)

PROJECTS

Community Data App Development (Urban Clean Heroes): Designed a community app with predictive analytics for urban maintenance efficiency.

Programmatic Analysis (Citibike Usage Trends, Factors in Music Business): Conducted in-depth statistical analysis and created visual dashboards for insights.

AWARDS/RECOGNITIONS/VOLUNTEER WORK

- Volunteer Tax Assistant, Quality Reviewer, Site Coordinator, IRS VITA sites 01/2017 - Present
- Mentor, Datathon Macaulay Honors 09/2024
- Frances & Edward Murphy MBA Award, Baruch College 05/2021
- Student Volunteer, Prospect Park Alliance 09/2017 - 01/2018