

Reiko Maria (Kawaguchi)

Zürich, Switzerland | reiko.k.maria@gmail.com

Summary

Data and Business Intelligence professional with 15 years of experience spanning data engineering, data visualization, and statistical modeling. Consistently delivered scalable BI solutions, automated reporting pipelines, and actionable insights at IBM and Amazon across Japan and Singapore, serving cross-regional teams and external clients.

Work Experience

Business Intelligence Engineer

Amazon Singapore · Singapore | Oct. 2021 – Jan. 2026 | 100%

Drove data-driven decisions for Amazon Japan's Customer Growth and Engagement department, spanning data pipeline development, statistical modeling, and causal inference analysis

- ◇ Causal Inference Analysis of Competitor Price Matching
 - Implemented a statistical model estimating the causal effect of competitor price matching in a quasi-experimental setting.
 - The estimation directly contributed to the decision to expand the price match strategy at scale.
- ◇ Campaign Optimization Modeling
 - Implemented a causal predictive model identifying the optimal number of campaigns per customer to maximize ROI across multiple campaigns.
 - Designed and ran experiments to validate the effectiveness of the model.
- ◇ Data Pipeline and Quality Management
 - Designed and built a data pipeline combining internal tools and AWS products, enabling large-scale data exploration with ensured data accuracy.
 - The output is regularly used for investment decisions in shipping speed improvements that are difficult to reverse.

Business Intelligence Analyst

Amazon Web Services Singapore · Singapore | May. 2019 – Sep. 2021 | 100%

Delivered BI solutions and actionable insights supporting the Asia Pacific and Japan Startup Business Development department across 15 countries

- ◇ Reporting Visualization and Automation
 - Implemented fully automated performance tracking dashboards and its data pipeline that were used as a single source of truth for leadership business reviews, serving 15 countries.
 - Built self-service dashboards and tools from internal/external data sources to support client engagement and target achievement, serving a team of 50+ members across the region.
 - Established an intake process and prioritization framework to identify and address ad-hoc and long-term BI needs across cross-regional teams.
- ◇ Actionable Insights for Sales and Business Development
 - Identified key clients requiring immediate attention from a long-tail client pool and recommended targeted sales motions to the business development team.

Business Intelligence Analyst

Amazon Japan · Tokyo | Sep. 2016 – Apr. 2019 | 100%

Developed actionable business intelligence for Amazon Japan's Digital Music department, with a focus on label relations and content acquisition

- ◇ Physical Music Cannibalization Analysis
 - Addressed a critical business challenge where music labels were reluctant to license content to Amazon's music streaming service due to fears of cannibalizing physical music sales.
 - Designed a virtual A/B test comparing customer cohorts with and without music streaming influence.
 - The findings led to signing multiple high-profile artists that significantly grew the service.
- ◇ Onboarding Behavior Modeling
 - Developed a decision tree model identifying which user behaviors during the onboarding period predict long-term customer retention.
 - The findings were used to drive service improvements and to define onboarding KPIs.

Data Analytics Consultant

IBM Japan · Tokyo | Jul. 2014 – Sep. 2016 | 100%

Delivered data analytics projects for external clients, encompassing consulting, statistical modeling, and project management

- ◇ Insurance Sales Predictive Modeling
 - Developed predictive models to optimize customer targeting for insurance sales representatives.
 - Collaborated with the client to develop analysis hypotheses grounded in their domain knowledge.
- ◇ Medical Record Text Analysis
 - Implemented a labeling mechanism to convert free-form medical symptom descriptions into standardized formats, enabling easier visualization and sharing of patient conditions.

Data Migration Consultant

IBM Japan · Tokyo | Apr. 2011 – Jul. 2014 | 100%

Implemented data migration programs using DataStage and SQL for external clients

Education

Mar. 2011	The University of Tokyo, Japan Bachelor of Arts (BA) – Sociology
Jul. 2009 – Dec. 2009	University of Alberta, Canada Visiting Student – Sociology