

## Hakuhodo DY ONE Partners with Yokohama City University for Data Science PBL Program

### Empowering the Next Generation of Data Scientists with Real-World Experience

**Tokyo, December 19, 2024** – Hakuhodo DY ONE has partnered with Yokohama City University (YCU) to introduce a project-based learning (PBL) (\*1) program designed to equip students with practical data science skills. This immersive program provides aspiring data scientists with real-world data analysis experience, bridging the gap between academic learning and industry application.

With data science playing an increasingly critical role in business decision-making, there is a growing demand for professionals who can apply data-driven insights effectively. Through this collaboration, Hakuhodo DY ONE and YCU aim to enhance data science education in Japan, nurture industry-ready talent, and contribute to a more data-driven economy.

## Hakuhodo DY ONE



#### Bridging the Gap Between Academia and Industry

As companies continue to invest in data-driven marketing, AI, and digital transformation (DX), the need for skilled data scientists has never been greater. However, traditional classroom learning often lacks hands-on exposure to real-world datasets.

To address this, universities and private-sector leaders are turning to PBL programs (\*2), which allow students to tackle real industry challenges. With Japan facing a projected shortage of IT and data professionals (\*3), these initiatives are essential for developing future talent.

#### Why Hakuhodo DY ONE and YCU?

- Hakuhodo DY ONE leverages data science for marketing strategy, AI-driven analytics, and digital transformation solutions. The company actively recruits students with strong

statistical and programming backgrounds (\*4).

- Yokohama City University established Japan's first School of Data Science in 2018, emphasizing practical, real-world learning through corporate partnerships.

Together, both organizations are working to raise the standard of data science education and cultivate future leaders in data-driven industries.

### Overview of the program

Hakuhodo DY ONE hosted an intensive five-day program, where students worked with one million CRM data records from a simulated business scenario. Participants gained hands-on experience in data analysis, strategic planning, and problem-solving, culminating in a final presentation to senior executives.

### Program Details:

- Dates: September 2-6, 2024
- Location: Hakuhodo DY ONE Headquarters
- Participants: 35 university and graduate students
- Core Activities:
  - Data analysis using Python (\*5) and R (\*6)
  - Developing data-driven marketing strategies
  - Final presentation of findings and recommendations

Students were divided into teams, assuming roles as data scientists or planners, mirroring the structure of real-world analytics teams. This setup allowed participants to apply data analysis techniques, identify key business challenges, and formulate strategic solutions.

By working with actual large-scale datasets, students developed practical skills beyond traditional coursework—enhancing their ability to interpret, visualize, and apply data for business-decision making.

### Future Outlook

Hakuhodo DY ONE will continue accelerate industry-academia collaborations across various fields to foster cutting-edge professionals and enhance the quality of education in Japan.

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### Footnotes:

- \*1 PBL (Project-Based Learning) classes. An educational approach in which students work in teams to conduct research, engage in discussions and develop solutions to given challenges.
- \*2 Reference: Ministry of Education, Culture, Sports, Science and Technology, "Status of Reforms in University Education and Other Areas in FY 2022," [https://www.mext.go.jp/content/20241011-mxt\\_daigakuc01-000038093\\_1.pdf](https://www.mext.go.jp/content/20241011-mxt_daigakuc01-000038093_1.pdf)
- \*3 Reference: Ministry of Education, Culture, Sports, Science and Technology, "Securing and Utilizing Practitioners as Faculty Members," [https://www.meti.go.jp/shingikai/mono\\_info\\_service/digital\\_suishin/pdf/002\\_06\\_00.pdf](https://www.meti.go.jp/shingikai/mono_info_service/digital_suishin/pdf/002_06_00.pdf)
- \*4 Hakuhodo DY ONE's recruitment information page (for new graduates), <https://recruit.hakuhodody-one.co.jp/>
- \*5 Python: An open-source programming language developed in 1991 that features high readability and simple grammar and is used in a wide variety of fields, such as web application development, data analysis, natural language processing and database operations.

\*6 R: An open-source programming language and development environment for statistics and data analysis.

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< Corporate Information >

■Hakuhodo DY ONE Inc. <https://www.hakuhodody-one.co.jp/en/>

Hakuhodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

Location	: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative	: Yuzo Tanaka, Chairman of the Board, Representative Director Hiroto Kosaka, President, Representative Director
Shareholders	: 100% owned by the Hakuhodo DY Group
Employees	: Approx. 3,000 (April 1, 2024, forecast)
Start of integration	: April 1, 2024
Business	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

\*On April 1, 2024, D.A.Consortium Inc. (DAC) and Irep Inc. (Irep) merged to establish and begin operations as a new company called Hakuhodo DY ONE Inc. As the two companies move to integrate operations, for the time being, DAC and Irep will continue to conduct transactions, hire directors and employees, and handle other business matters as they have in the past. Full integration is scheduled to take place after 2025.

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## **Yokohama City University (YCU)**

[Visit the YCU Website](#)

Yokohama City University (YCU) is a prestigious public university dedicated to fostering future leaders through cutting-edge education, research, and industry collaboration. Established in 1928, YCU is a hub for data science, business innovation, and medical research, developing professionals who contribute to society's advancement.

In 2018, YCU launched Japan's first School of Data Science, providing real-world training through practical learning experiences with private enterprises and government institutions. By integrating theoretical knowledge with hands-on application, YCU equips students with advanced analytical skills to drive digital transformation and innovation in various industries.

### **University Overview:**

- Location: Yokohama, Japan
- President: Shinichi Konno
- Founded: 1928
- Specialized Fields: Data Science, Business Innovation, Medical Research
- Notable Programs: School of Data Science (est. 2018)

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