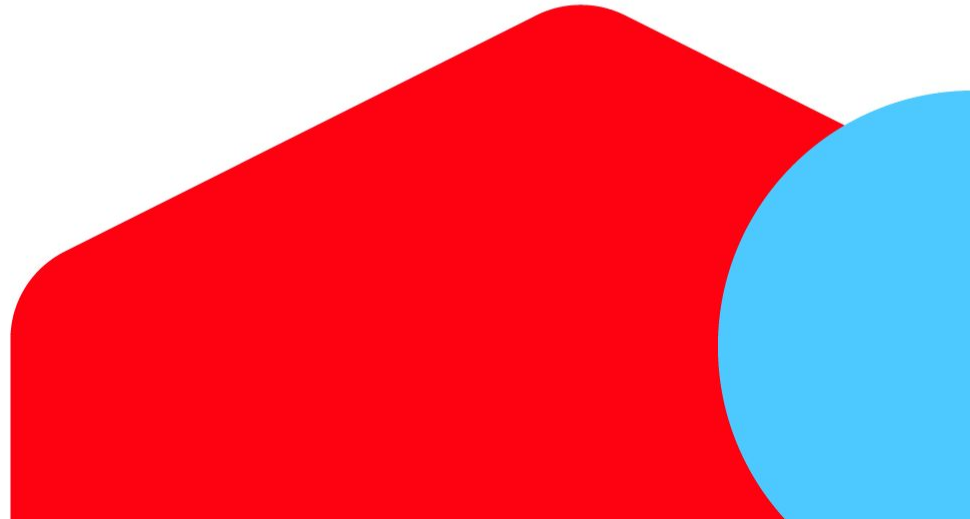


# Bridging Company Data and Research

**Mercari R4D**

mercari





mercari **R4D**

Research for

**D**esign

**D**evelopment

**D**eployment

**D**isruption

株式会社メルカリが 2017年12月に設立した、社会実装を目的とする研究開発組織

メルカリグループが目指す「限りある資源を循環させ、あらゆる人が可能性を発揮できる社会」に向けて、イノベーションを創出する研究開発に取り組んでいます

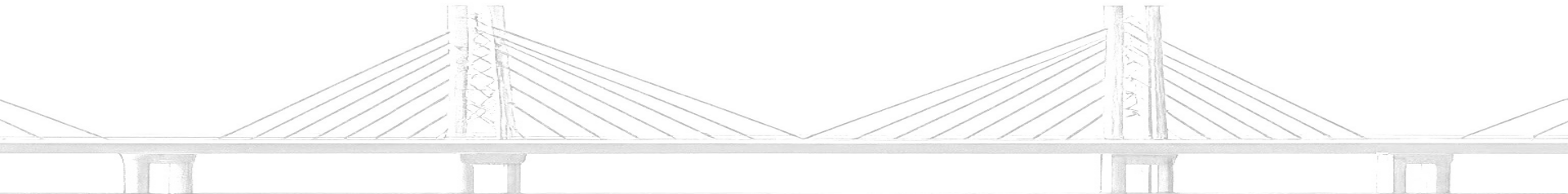
# **| Introduction**

**Providing data to researchers helps us to achieve  
our company's mission.**

**Circulate all forms of value to  
unleash the potential in all  
people.**

# | How to build better bridges?

- 01** Explaining Privacy Considerations
- 02** Explaining the Company's Resource Costs
- 03** Learning Researcher's Needs



# Explaining Privacy Considerations

## How Do We Protect Our Customer's Privacy

- We need to avoid personally identifiable information (PII).
- We need to make it difficult to use aggregate data to identify individuals.
- We need to abide by follow our Terms of Service with our customers.
- We need to follow legal rules, like Japan's Act on the Protection of Personal Information.

# | Explaining Privacy Considerations

## Conclusion

**We need to follow our corporate,  
legal, and ethical rules.**

# | Explaining the Company's Resource Costs

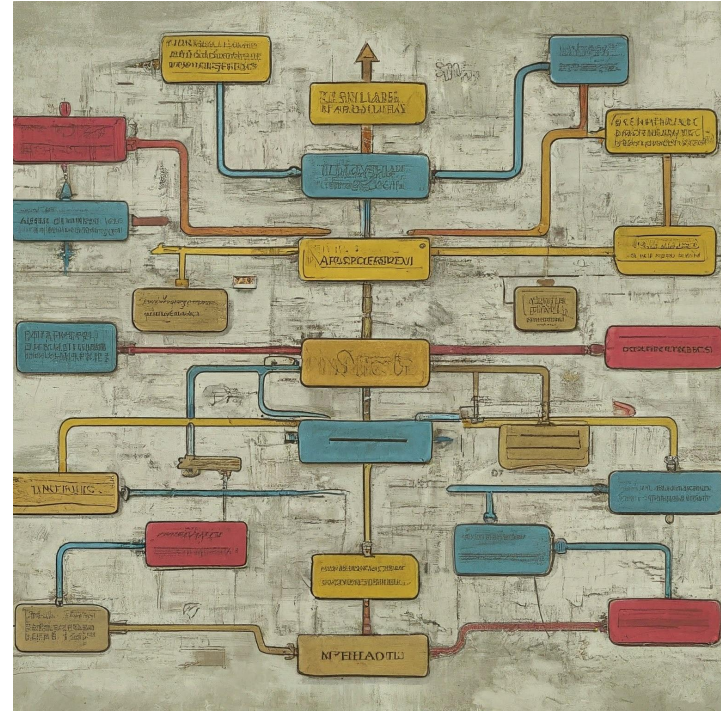
## **Dataset are not always easy to assemble**

- The way that the data is organized in the company does not always make it easy to make a dataset.
- Data is more complicated to assemble at a large scale.

# Explaining the Company's Resource Costs

Related might not be together in the company's backend.

- Legal and compliance
- Merging systems (for example, from an acquisition)
- Consequences of past decisions
- Team structures





# Explaining the Company's Resource Costs

1 image	1 million images	100 million images
<ul style="list-style-type: none"><li>● <b>Timeframe:</b> &lt;1 second</li><li>● <b>Error:</b> almost</li><li>● <b>Storage:</b> 1 computer</li></ul>	<ul style="list-style-type: none"><li>● <b>Timeframe:</b> ~6 hours</li><li>● <b>Error:</b> ~1 time</li><li>● <b>Storage:</b> 1 computer</li></ul>	<ul style="list-style-type: none"><li>● <b>Timeframe:</b> 25 days</li><li>● <b>Error:</b> Every time</li><li>● <b>Storage:</b> &gt;1 computer</li></ul>

At large sizes:

- We are guaranteed to have an error.
- We can't restart from the beginning. We need to save our progress.
- The amount of code and complexity of the task increases.

# | Explaining the Company's Resource Costs

## Conclusion

**Companies make decisions about how to prioritize time.**

# | Learning Researchers' Needs

## **We need more information about what researchers' want**

- There are many researchers working in different fields.
  - Different types of research may require different data.
- Researchers are using different tools.
- Researchers may want different formats.

# | Learning Researchers' Needs

## Things I don't know:

- Which software is the used the most by researchers?
- Which data would be the most useful to most researchers?
- What is the most difficult point in using our dataset?



# | Learning Researchers' Needs

## Conclusion

**Understanding researcher's needs helps us to know how to prioritize our time.**

# Follow R4D

You Tubeチャンネル「メルカリ研究開発部 - mercari R4D」

4,400 subscribers!

mercari R4Dの研究内容やイノベティブな人・コトを取り上げ、近未来的な情報をお届けする You Tubeチャンネルを運営。

## <動画例>

- 量子力学×サマーウォーズ
- サッカーチームのDX化によるビジネス戦略
- 自動車のインターフェース変遷
- ELSI×バック・トゥ・ザ・フューチャー
- NFT、Blockchain

The screenshot displays the YouTube channel page for 'mercari R4D'. The channel name is 'メルカリ研究開発部 - mercari R4D' with 3,720 subscribers. The page shows a grid of video thumbnails with titles and view counts. The videos cover various topics including quantum computing, AI, 5G/6G, and business strategy.

Video Title	Views	Time
【量子力学×サマーウォーズ】② 健二くんが暗算で解いた...	8.4万	4か月前
【SNS分析？クラウド？ AI?】アメリカ大数偵探で...	6.7万	1年前
【量子コンピュータ・量子インターネット徹底解説】量...	6.5万	1年前
【6Gとは】地球上から圏外がなくなる? Beyond5Gで突...	3.2万	10か月前
【東大教授の研究テーマ決める様子を公開?】マッチン...	2.3万	7か月前
【未来の技術】量子インターネットと現行型インターネ...	2.2万	1年前
【量子力学×サマーウォーズ】① サマーウォーズ内のRS...	1.7万	4か月前
【カーボン素材のレーシングカー】最新のフォーミュラ...	1.7万	9か月前
【鹿島アントラーズ・小泉文明】サッカーチームのDX化...	1.6万	1年前
【研究者のあり方とは】元楽天技術研トップと企業研究...	1.5万	1年前
【SAOとある、ゼーガペイン、HELLO WORLD】量子研究...	1.4万	9か月前
ホンダレベル3自動運転車の「レジェンド」とは? 大注...	1.4万	10か月前
【脱炭素社会】電気自動車の課題とガソリン車販売禁止...	1.4万	11か月前
【トップ対談】東京大学第31代総長とメルカリ代表取...	1.3万	6か月前
【トップ対談】東京大学・メルカリが、ダイバーシティ&...	1.2万	6か月前