

The highest-volume buyer was software.

In 2020, I built purchasing bots that carried customers' orders through Japanese checkout flows. Automated buying has been part of the operation ever since.

Head of Product · White Rabbit Express / Japan Rabbit

35.2%

Of all items purchased
January–May 2026.

\$1.2M+

Estimated labour savings
over six years.

50%

About 50% more volume than the
leading professional buyer.

Purchasing, in perspective

January–May 2026

Share of all items purchased

35.2% Bots

64.8% Human team

Volume per buyer

Buying bots

30,300

Highest-volume professional buyer

20,000

About 1.5× the leading professional buyer's volume. Item counts rounded.

The work

I owned RPA development, turning repetitive buying work into an end-to-end workflow: product selection, checkout, payment and reconciliation with the order queue. I built and maintained the production bots and resolved failures with the buying team.

By September 2020, several of the company's twenty priority shops were automated. I also co-developed the operational data model, led pricing and customer-survey analysis, and built Hive Notes.

The team continued developing the system after my 2020 work. Labour savings model: 430,000 estimated automated purchases at \$2.80 each, before bot development and operating costs. The chart and 35.2% share show January–May 2026.

From an order queue to a completed purchase.

Browser automation connected the merchant's checkout to the buying team's workflow.

01 Read the order and the shop

Work with product URLs, requested quantities and shop-specific conditions, including Japanese preorder controls and release dates.

02 Carry the purchase through checkout

Build the cart, set delivery details and complete the purchasing steps on supported shops. Keep special options and customer requests with a human buyer when judgement is required.

03 Reconcile the result

Check purchase status against the merchant's order history and the internal queue. Investigate mismatches in quantities, addresses and order state with the buyers.

04 Operate and maintain the bots

Use Python and Robot Framework, with Robocorp deployment and execution logs. Production error reporting helped identify failed runs and the steps that needed repair.

Tools buyers could run

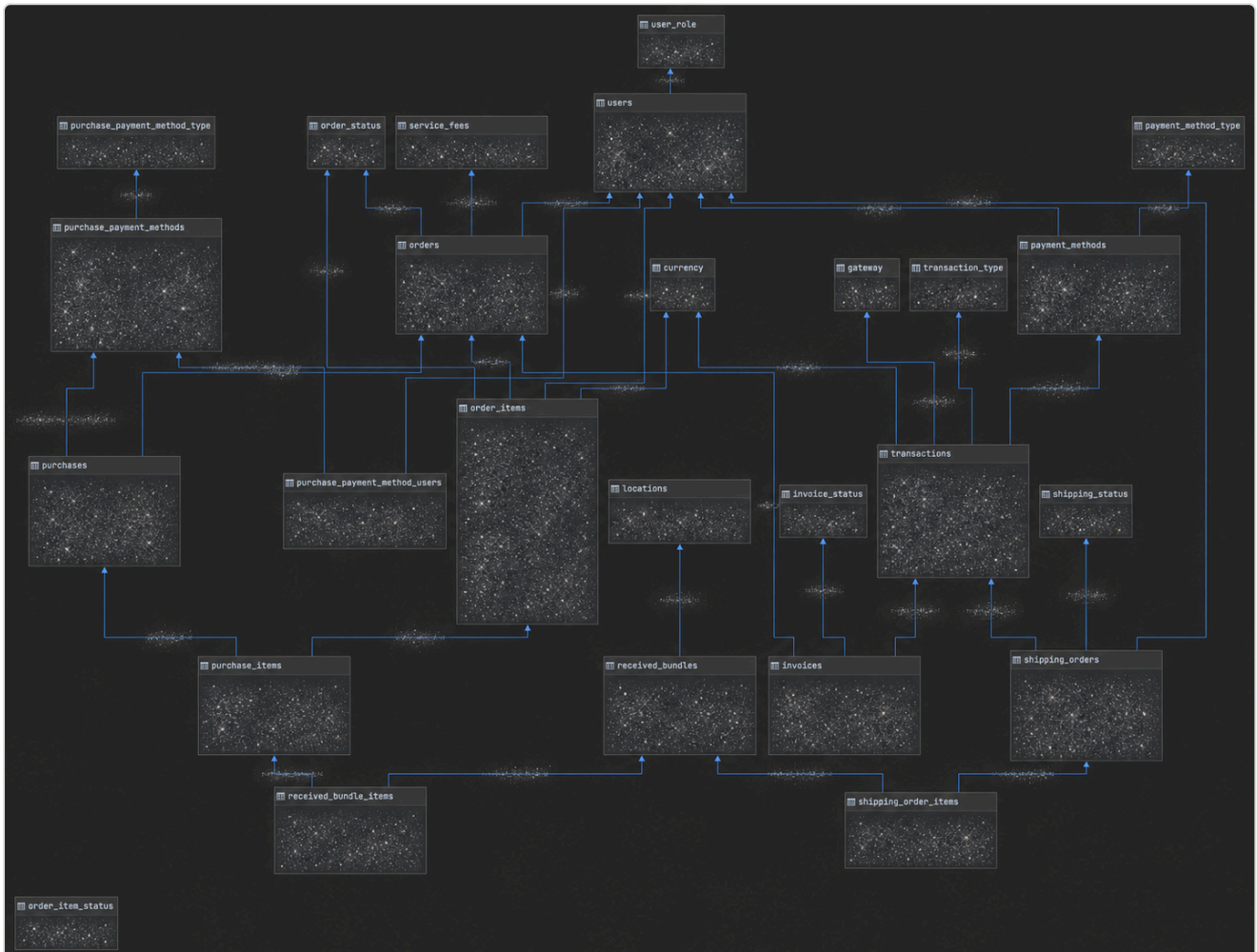
I adapted the Yahoo robot for Robocorp's assistant workflow: non-technical operators could launch a robot, receive cloud-delivered updates and retain run logs centrally. I also built a smaller JavaScript helper for the repetitive clicks and text entry on Mercari.

Choosing the boundary

We evaluated attended automation alongside the fully automated bots. CAPTCHA logins, product options and unusual requests needed human input. The design decision was where a handoff actually saved work, rather than making the buyer explain every decision to a robot.

Keep every purchase connected.

A customer order, a merchant purchase and a shipment are different things. The system had to preserve the relationships between them.



The operational data model I co-developed with the team.

From buying to shipping

The model connects customers and order items with purchases, received bundles, invoices, payments and shipping orders. That structure makes it possible to follow an item beyond the merchant checkout and through the warehouse.

Decisions alongside delivery

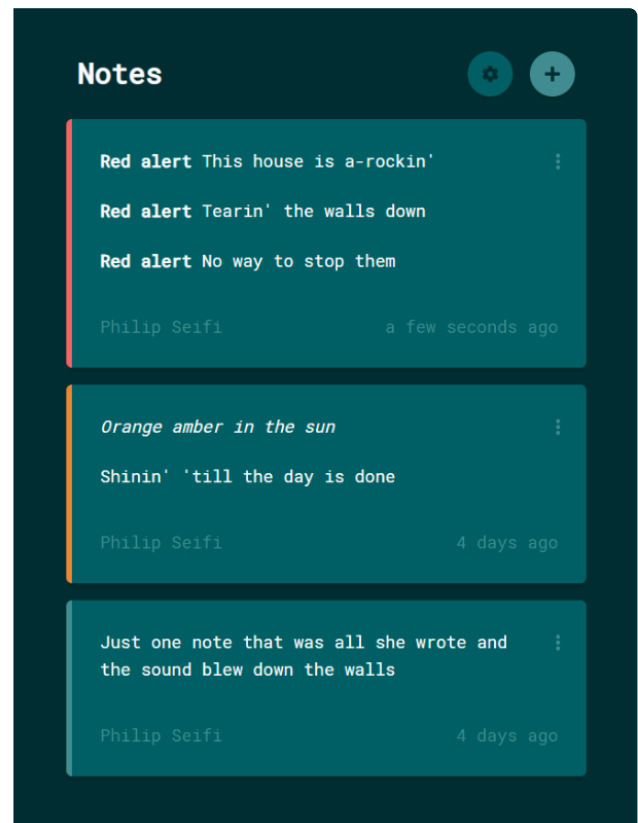
I led pricing analysis and customer-survey analysis alongside the engineering work. The aim was to improve both the economics of the service and the tools the team used to deliver it.

Put the knowledge where the work happens.

Hive Notes gave buyers shared notes and warnings directly on the websites they used.



Team notes on
web pages, stored
in your  Airtable



Hive Notes: a browser extension I built for the White Rabbit Express buying team.

Shared context

Different shops bring different rules and recurring problems. I built Hive so a buyer could leave a tip or warning on a web page for the next person who visited it.

The extension supports adding, editing and deleting notes in place. Its icon changes to show whether the current page has notes or a warning.

Owned by the team

Notes live in the company's own Airtable. The extension is open source, so other teams can adapt it to their own workflows.

Japan Rabbit buys from Japanese shops on behalf of international customers. Blackship provides a Japanese receiving address and parcel forwarding.