

# AJ C PIPATTANAKUN

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## PERSONAL SUMMARY

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Computer Science B.S. with a Minor in Data Science. Hand-on experience working on projects involving machine learning, statistical modeling, algorithms, and data visualization. Applied predictive techniques using Random Forest, XGBoost, and LSTM, as well as time series forecasting with ARIMA. Experience in implementing algorithms for data processing, optimization, and analysis, including graph-based methods and dynamic programming.

Regularly use Python tools such as Pandas, NumPy, Scikit-learn, and TensorFlow, along with SQL and Jupyter Notebooks. Completed projects on customer churn analysis, housing price prediction, football performance tracking, sensor-based systems, and more. Also, created dashboards using Tableau, Power BI, and Matplotlib, and built a full-stack website for a local restaurant.

## CORE SKILLS

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**Programming Languages:** Python, SQL, C++, JAVA

**Business Analytics:** A / B testing, Customer segmentation, Data-Driven Metrics, Analytics, Regression Analysis, Bayesian Optimization, Hypothesis Testing

**Machine Learning:** Scikit-learn, TensorFlow, PyTorch, Keras, Pandas, NumPy

**Data Visualization:** Tableau, Power BI, Matplotlib, Seaborn

**Databases:** SQL, PostgreSQL

**Tools:** Git, Visual Studio Code, Jupyter Notebooks, Excel.

## EDUCATION

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**University of Massachusetts Lowell**

September 2020 - August 2024

*Bachelor of Science in Computer Science, Minor in Data Science*

*Lowell, MA*

- Relevant Courses: Machine Learning, Data Visualization, Statistical Modeling

## WORK EXPERIENCE

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**Website Developer and Social Media**

May 2022 – Present

*Bang Na Thai-kitchen, North Billerica, MA*

- Design and maintain a fully responsive website for the restaurant using HTML, CSS, and JavaScript, which enhanced the restaurant's online presence.
- Integrate online menu and contact forms, improving customer engagement and facilitating easier customer communication.
- Tools: HTML, CSS, JavaScript.

**Retail Sales Associate**

June 2019 – September 2020

*Micro Center, Cambridge, MA*

- Advised customers on selecting computer hardware, software, and accessories based on their needs and budget.
- Provided technical guidance on PC building, hardware compatibility, and performance upgrades.
- Delivered excellent customer service with a focus on personalized support.
- Collaborated with the team and improved product display and store layout.
- Kept up with emerging tech trends and product knowledge to enhance service quality.

- Advised customers on selecting computers, accessories, and software based on their technical needs and budget.
- Provided basic troubleshooting and technical support for desktops, laptops, and peripherals.
- Collaborated with the Geek Squad team to route devices for diagnostics, repair, or upgrades.
- Delivered strong customer service by explaining technical concepts in accessible language.

## PROJECTS

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### **London Housing Case**

December 2023

- Analyzed housing price trends in London using regression analysis and data visualization techniques.
- Cleaned and processed large datasets, applying statistical methods to identify significant factors influencing housing prices.
- Tools: Python, Pandas, Matplotlib.

### **Big Mountain Resort Capstone**

December 2023 – January 2024

- Developed a data-driven pricing strategy to cover \$1.54M in new chairlift costs without reducing 350,000 annual visitors.
- Applied PCA for dimensionality reduction, and built predictive models using Linear Regression and Random Forest.
- Conducted benchmarking against leading resorts to optimize price points and identify revenue opportunities.
- Focused on value-based pricing, seasonal adjustments, and long-term profitability.
- Tools: Python, Pandas, Scikit-learn, Jupyter Notebooks

### **Premier League 2015–2023 Statistics**

April 2024 – June 2024

- Performance statistics analyzed of Premier League teams over 8 years, focusing on trends and patterns in team performance.
- Developed predictive models to forecast future performance based on historical data.
- Tools: Python, Pandas, Jupyter Notebooks.

## CERTIFICATIONS

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### **UMass Global Data Science Bootcamp**

Completed: August 2024

- Comprehensive data science training with a focus on business insights, structured thinking, predictive modeling, and advanced data visualization.
- Gained expertise in using decision trees, value driver trees, A / B testing, and advanced SQL for business analytics.