Panupong Tamthong

Phone: 062-376-6762   Chiang Mai Province, Thailand 50300
University Email:panupong_tamthong@cmu.ac.th
Personal Email:panupong.tamthong48@gmail.com
linkedin:linkedin.com/in/panupong-tamthong-953222239
Github: https://github.com/Akong86/Panupong-tamthong_Portfolio

Digital Business Analyst (Decision Support & BI)

Summary

Aspiring Business Analyst with a hybrid background in MMIT (Business & Tech) and a 3.71 GPA. Skilled in translating business requirements into technical specifications (SRS) , optimizing workflows using BPMN , and analyzing data with Power BI & SQL to drive decision-making. Ready to bridge the gap between stakeholders, data, and technical execution.

Education

Bachelor of Science in Modern Management and Information Technology (MMIT)Chiang Mai University

Expected Graduation: 2027 (Current 3rd Year)

Current GPA:3.71

Relevant Coursework: Enterprise DB Design, Business Data Mining, System Analysis & Design, ERP Systems, Statistics.

SKILLS

- **TECHNICAL SKILLS**: hands-on experience in translating business requirements into technical specifications (SRS), designing workflows using BPMN/DFD/VSM/IDEF0, and analyzing data with SQL ,Python(pandas/Numpy), Power BI & Excel,AHP,TOPSIS,TQM.
- **PROFESSIONAL SKILLS**: Agile/Scrum Methodology, Project Management, Quality Assurance (QA), Requirement Gathering, SAP ERP Basics, Stakeholder Bridging,Problem-Solving & Root Cause Analysis,Lean Thinking.

Certifications

- Introduction of Data analytics and analytical thinking(Google),Operations Analytics (Wharton/UPenn) , Business Strategy (University of Virginia) (e.g., via Coursera)
- Cloud & Big Data Fundamentals (CAMT CMU) , Gemini Certified Educator (Google AI)

Competition

Onyx Data Challenge- Participant   Jan 2026

Role: Business Analyst | BI & Strategy

- Identified 'Margin Dilution' as a primary factor impacting profitability through deep-dive transaction analysis, highlighting how product mix shifts offset transaction growth.
- Conducted SKU profitability analysis to pinpoint high-revenue but negative-margin items (e.g., Hair Essence), recommending a portfolio optimization strategy.
- Delivered strategic Power BI dashboards translating benchmarking insights into actionable pricing and SKU prioritization decisions.

Project

Market Analysis & Strategy – Chiang Mai PAO Park   Oct 2025 - Nov 2025

(Course: 954425 Marketing Analytics in Hospitality & Tourism)

- Defined the core marketing decision and framed a data-driven approach to evaluate channel effectiveness.
- Developed a custom Python web scraping pipeline using Selenium with AI-assisted coding workflow, personally validating logic and data accuracy to ensure a robust extraction of unstructured Google Maps reviews.
- Developed a Digital Marketing Plan Canvas to gain a comprehensive understanding of the business landscape and value proposition.
- Delivered an interactive Power BI dashboard to visualize customer sentiment across key service dimensions (e.g., Value, Environment, and Service Quality).
- Synthesized and integrated individual research components from all team members to produce the final comprehensive project report.

DegreeFlow – Interactive Academic Pathway & Career Mapping System   Jan 2026 – Present

Role: Business Analyst / System Analyst (Data & Database Focus)

- Designed a relational database schema with strict constraints to validate course dependencies and track student workloads, enabling accurate critical path analysis for graduation.
- Ensured 100% data integrity by cross-referencing SQL records with official faculty curriculum documents, strictly validating subject codes, credits, and prerequisite conditions.

Project Name: Integrated System Analysis & Financial Accounting Information System   Feb 2025 -mar 2025

Role: Co-Project Manager - Execution & Quality Assurance

- Led a 6-member cross-functional team, controlling project timelines and critical path execution to ensure 100% on-time delivery while managing task allocation across SA and Finance units.
- Translated complex financial requirements into precise BPMN 2.0 workflows (e.g., Purchase Application), bridging the gap between business needs and technical database design for seamless automation.
- Spearheaded the final documentation process, synthesizing technical inputs (SA) and financial data (FI) from the entire team into a unified, professional project report