

SARACH SRIKLAB

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With over two years of experience in the field of data analytics, I have acquired proficient knowledge in the collection, analysis, and interpretation of vast datasets. Additionally, I have honed my skills in developing innovative predictive models and carrying out essential data management tasks. I possess a high level of proficiency in programming languages such as Python, as well as expertise in utilizing various business intelligence tools and the SQL language. Furthermore, my extensive analytical skills further contribute to my ability to derive meaningful insights from complex data sets.

EDUCATION

2020 to 2022	Master of Engineering, Logistics and Supply Chain Systems Engineering (GPAX: 3.73/4.00) Sirindhorn International Institute of Technology (SIIT), Thammasat University, Thailand
2016 to 2020	Bachelor of Engineering, Industrial Engineering (GPAX: 2.56/4.00) Sirindhorn International Institute of Technology (SIIT), Thammasat University, Thailand

SKILLS

Operating System:	Microsoft Office (Word, PowerPoint, Excel)
Database/Server:	SQL Server, Big-Query, MySQL, Google tag manager, Google Analytics
Programming Language:	SQL, R, Python
Other Software/Tools:	Power BI, Tableau, Looker Studio, Looker

WORK EXPERIENCES

July 2022 to Present	Data Analyst, Predictive Co., Ltd. <ul style="list-style-type: none">• Employ diverse data sets sourced from multiple platforms, including Google Analytics and other systems, to conduct a comprehensive analysis of website performance, advertising campaigns, and user experience. Present actionable insights derived from this analysis to clients.• Conduct an in-depth examination of website and marketing channel performance to furnish high-level details and attribution insights. This analysis aims to enable the business to gain a comprehensive understanding of how its marketing channels interact with one another, both in terms of acquiring new customers and retaining existing ones.• Assist the team by offering valuable data insights that can inform current and future marketing strategies• Develop, establish, and maintain projects while presenting comprehensive reports that offer valuable insights across the entire organization.• Integrate website tracking capabilities across diverse industries, such e-commerce, banking, real estate, and insurance. This implementation will enable the collection and analysis of relevant data pertaining to user behavior, preferences, and interactions on the respective websites.
Oct 2021 to June 2022	Data Analyst / Operation process improvement [4PL], DHL Supply Chain Thailand Ltd. <ul style="list-style-type: none">• Conduct full analytical lifecycle activities (end-to-end), including getting requirements, data extraction, analysis and presentation• Gather the requirements from the company and define the objective and the outcome.• Set up the system for collecting data and categorizing data.• Clean and validate data such as categories of data, sentiment score, missing data.• Lead a team to use oracle transportation management (OTM) system moreover give an assisted to an operator section in resolving a problem unable to utilize the system properly.

- Built an operational reporting system to address raw data accuracy, which increased from 60% to 90%.
- Using business and statistic knowledge to explore data insights and derive new variables in the data preparation process.
- Collaborated with a carrier manager to assess the performance of a vessel that was designated as either prime or backup.
- Developed root cause reports to address problems to a customer aim to reduce the total cost
- Design report to meet the objective and outcome of each company.
- Analyze data and delivery report in form of weekly report, monthly report, and ad-hoc report

EXPERIENCES

Jan to May 2020

Collaborative Researcher, Denso Thailand Ltd. and SIIT Faculty

(A global automotive components manufacturer)

- Continued working with Denso to develop the Semi-Autoline standardization guidelines choosing between humans and robots for each station, ideally to convert a full manual LEGO toy car assemble line into a pure automate. Led in solution developments and standardizations on the logics based on safety guidelines, cost components, and required experience factors, whereas had a daily wage cut down as the highest target.
- **Achievement:** 6%-time reduction per each item (CT) and one headcount reduction (approximately 400,000 THB saving annually) with one machine investment (700,000 THB) which targets to have ROI within 1.75 year

CERTIFICATION

- **Lean Automation System design and Operation Engineering Program by DENSO**, DENSO International Asia Co., Ltd.
- **Google Analytics Certification**, Google Digital Academy (Skill shop)
- **Google Tag Manager Certification**, Google Enterprise Marketing Portal
- **Certified Professional Data Analyst**, DataRockie

PUBLICATION

- **S. Sriklab** and P. Yenradee, “Consistent and Sustainable Supplier Evaluation and Order Allocation: Evaluation Score based Model and Multiple Objective Linear Programming Model”, Eng. J., vol. 26, no. 2, pp. 23-35, Feb. 2022.