SARACH (AOU) SRIKLAB

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Data Analyst Supervisor

With over two years of experience in data analytics, I specialized in collecting, analyzing, interpreting, and visually presenting extensive datasets. My proficiency includes advanced predictive modeling, data management, and expertise in programming languages like Python. I excel in utilizing business intelligence tools, including data visualization platforms such as Tableau and Power BI, to create impactful visualizations that facilitate clear communication of complex findings and insights to stakeholders. My analytical competencies are a valuable asset in deriving meaningful insights from intricate data sets and presenting them visually for effective decision-making.

EXPERIENCE

PREDICTIVE CO., LTD.   7/2022- Present
Senior Data Analyst   Bangkok, Thailand
- Implemented a **measurement protocol** process within the e-commerce industry to enhance data accuracy, ensuring alignment between backend data and Google Analytics 4 (GA4). This initiative resulted in a significant improvement, increasing **data accuracy** from **80% to a flawless 100%.**
- Utilized diverse data sets sourced from multiple platforms, including Google Analytics and other systems, to conduct comprehensive analyses of website performance, advertising campaigns, and user experience. Presented actionable insights derived from this analysis to clients.
- Developed, established, and maintained projects while presenting comprehensive reports that offered valuable insights across the entire organization.
- Integrated website tracking capabilities across diverse industries, such as **e-commerce, banking, real estate, and insurance.** This implementation enabled the collection and analysis of relevant data pertaining to user behavior, preferences, and interactions on the respective websites.

DHL SUPPLY CHAIN (THAILAND) LTD.   10/2021- 6/2022
Data Analyst   Bangkok, Thailand
- Proficient in end-to-end analytical lifecycle, from requirements gathering to data analysis and presentation.
- Skilled in data cleaning, validation, and categorization, ensuring data accuracy.
- Experienced in leading teams and assisting with Oracle Transportation Management (OTM) system utilization.
- Achieved a **60% to 90%** increase in raw **data accuracy** through an operational reporting system.
- Proficient in designing analytic dashboards with Power BI to support Audit Team procedures.
- Collaborated with carrier managers to assess vessel performance and reduce customer costs.

EDUCATION & CERTIFICATIONS

THAMMASAT UNIVERSITY   5/2022
Master of Engineering, Logistics and Supply Chain Systems Engineering (GPAX: 3.73/4.00)   Bangkok, Thailand

THAMMASAT UNIVERSITY   5/2020
Bachelor of Engineering, Industrial Engineering (GPAX: 2.56/4.00)   Bangkok, Thailand

CERTIFICATIONS:	Google Analytics Certification- Google Digital Academy (Skill Shop)
	Google Tag Manager Certification- Google Enterprise Marketing Portal
	Certified Professional Data Analyst- DataRockie
	Google Business Intelligence Professional Certificate- Coursera
LANGUAGES:	English (Professional proficiency), Thai (Native)
PROGRAMMING:	Python, R, SQL
SOFTWARE & TOOLS:	Jira, Google Analytics4, GTM, Google Big Query, MS Excel/PowerPoint, Tableau, Power BI, Looker Studio
PORTFOLIO LINKS:	https://github.com/Aouuuu/datascience_boostcamp_projects
PUBLICATION:	https://doi.org/10.4186/ej.2022.26.2.23