

## CHANAKARN LUANGPIROM

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### EDUCATION

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#### Cornell University - New York, United States

Expected May 2023

##### *Master of Engineering in Operations Research - Data Analytics Concentration*

- Current GPA: 3.91/4.00
- Awarded full 100% scholarship including both tuition and living expenses
- Relevant Coursework: Intro to Machine Learning, Principles of Large-Scale Machine Learning, Big Data Technologies, Topics in Data Science, Monte Carlo Simulation, Intro to Game Theory

#### Chulalongkorn University - Bangkok, Thailand

2016-2020

##### *Bachelor of Engineering in Industrial Engineering*

- Relevant Coursework: Data Science Practicum, Data Warehouse & Business Intelligence, Artificial Intelligence, Intro to Stochastic Models, Computational Methods, Computer Programming

### EXPERIENCE

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#### Agoda Services (NASDAQ: BKNG) - Bangkok, Thailand

Nov 2020 - July 2022

##### *Senior Data Analyst - Performance Marketing*

(1 year 9 months)

- Recovered 50% of the lost iOS purchases due to the new Apple privacy framework by analyzing Android data as a measurement benchmark to scale back iOS Facebook campaigns
- Developed a causal impact model to guide marketing investment by estimating the required budget to achieve minimum detectable lift supporting a budget approval of \$1,000,000
- Mentored 4 co-workers on working with databases, Tableau dashboards, APIs, code scheduling, and ETLs

##### *Data Analyst - Performance Marketing*

- Launched YouTube as a new marketing channel by developing a data pipeline and dashboard to allow ROI measurement leading to \$2,000,000 incremental investment per year
- Delivered consistent quarter-on-quarter booking growth leveraging quantitative analysis, A/B tests, and collaborating with advertising partners (Facebook & Google & Twitter) on new campaign projects
- Built multiple Tableau visualization dashboards to track marketing performance enabling management decisions

#### Ascend Group - Bangkok, Thailand

Feb 2020 - May 2020

##### *Data Scientist (Part-Time)*

(3 months)

- Analyzed and visualized customer data to identify user segments that are likely to purchase loan products
- Developed a logistic regression model and performed feature engineering to select users to show ads to, reducing the targeting pool by 70%, increasing expected profitability

#### KPMG Thailand - Bangkok, Thailand

Jun 2019 - Jul 2019

##### *Advisory Intern*

(2 months)

- Scraped data on Thai stocks to identify undervalued stocks to invest in using BeautifulSoup in Python
- Developed a baseline sentiment prediction model by using word counts and XGBoost on scraped social media data

### PROJECTS & COMPETITIONS

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#### Cornell Engineering Project in collaboration with Square (In-progress)

- Leading the second half of the project making sure that progress is aligned with the timeline and arranging meetings with Square to report progress
- Performing analysis on big data using PySpark and developing features to predict the likelihood of app production

#### Shopee Code League Hackathon - Southeast Asia

- Sentiment Prediction (2nd place / 356 teams): Predicted customers' product rating given their text reviews with TensorFlow using an ensemble of multiple NLP models to maximize accuracy
- Marketing Analytics (16th place / 368 teams): Forecasted email open using XGBoost and optimized probability cut-off threshold to achieve best competition result

#### Personal Project: Salary Prediction Chatbot

- A Machine Learning project from data collection to model deployment using Flask to predict job salaries
- Tools: BeautifulSoup, SQL, NoSQL, Regex, Seaborn, Plotly, Flask, and Sklearn

### SKILLS & INTERESTS

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**Online Certifications:** Big Data with PySpark, AWS SageMaker, MySQL Bootcamp, Tensorflow 2.0, Regex

**Programming & Tools:** Python, R, SQL, AWS, Docker, Tableau, Tensorflow, PyTorch, PySpark, Excel

**Interests:** Piano, Badminton, Story-telling with Data, Data Visualization, Big Data Technologies