

# PATCHARA YAKIAW

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🐙 [GitHub](#)

🌐 [LinkedIn](#)

🌐 [Portfolio](#)

## SUMMARY

Results-driven front-end developer with a data analysis background, skilled in HTML, CSS, JavaScript, and React. Passionate about creating interactive, responsive web experiences and optimizing performance. Seeking to grow in a dynamic team. driving innovation while growing my skills in front-end development.

## SKILLS & TECHNOLOGIES

- **Languages:** HTML5, CSS3, JavaScript( ES6 +)
- **Frameworks / Libraries:** Tailwind CSS, React, Next.js
- **Version Control:** Github
- **Tools:** Visual Studio Code
- **Others:** Responsvie Design , Basic SQL , Python , Visualization

## PROJECTS

### Movie Finder | [Live Demo](#) | [GitHub](#)

easy to find or select favorite movie do you want without confusing

- **Tech Stack :** JavaScript, CSS, Tailwind, React, API (TMDB)
- **Key Feature :** movie search, genre-based filtering, responsive design, add to watchlist
- **Contributed :**

### E-commerce Website | [Live Demo](#) | [GitHub](#)

easy to find or select favorite movie do you want without confusing

- **Tech Stack :** JavaScript, CSS, Tailwind, React
- **Key Feature :** Product filtering, real-time search, shopping cart ( add / remove items )
- **Contributed :**

### Movie Finder | [Live Demo](#) | [GitHub](#)

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- **Contributed :**

## WORK EXPERIENCE

Data Analyst & Data Science Intern

April - Aug 2024 | June - Aug 2022

[BIG C](#) | [TD Tawandang](#)

- **Segmented 330,000+ customers** using RFM and K-Means, boosting marketing efficiency by 30%.
- **Implemented recommendation algorithms** (Cosine Similarity), increasing cross-sells by 15%.
- **Created interactive dashboards** with Tableau, visualizing complex data for clear insights.

## EDUCATION

Chulalongkorn University

Aug 2019 - June 2024

- **Faculty :** Bachelor of Business Administration ( B.B.A )
- **Major :** Management Information Systems ( MIS )