

ORNTIPA PINTHONG

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EDUCATION

Kasetsart University – Bangkok, Thailand

Jun 2022 – Present

Bachelor of Industrial Engineering, Expected Graduation: [2026]

SKILLS

BI & Visualization Tools:

- MS Excel (Pivot Table, VLOOKUP, Conditional Formatting)
- Power BI
- Tableau

Programming Languages

- Python(NumPy, Pandas, Seaborn, Matplotlib, Plotly, Scikit-Learn, Machine Learning, Tensorflow)
- R
- SQL
- PowerPoint
- Photoshop
- Canva

SELECTED PROJECTS & COMPETITIONS

Finance Data Project

- Analyzed bank stock prices during the financial crisis using pandas for data cleaning and visualization. Learned to identify stock trends, manage datasets, and interpret financial patterns effectively.

Emergency - 911 Calls

- Understand patterns in 911 calls to improve emergency response.
- Identified top reasons (EMS, Traffic, Fire) and revealed time and location trends using heatmaps and visualizations.

Data Analysis Project – Diabetes Dataset

- Conducted analysis on the Diabetes Dataset using Python and Pandas to clean, process, and identify key trends. Derived insights on contributing factors to diabetes through statistical analysis and data visualization. Enhanced skills in data exploration, interpretation, and presenting actionable results.

Tri Petch Group Challenge 2024 (Finalist)

- Establish the Isuzu D-Max as the top choice in the pickup truck market, renowned for its unmatched versatility, proven reliability, and exceptional performance, catering seamlessly to both commercial needs and lifestyle aspirations.

Moresheet (KU) – Marketing (Contract) August 2024 – Present

- Designed marketing materials such as logos, posters, and social media content
- Developed and executed marketing strategies to expand client reach and increase engagement
- Analyzed campaign performance using data analytics to optimize client ROI

TrueLAB Business Case Challenge 2023 (Finalist Round)

- Conducted in-depth analysis and proposed innovative features for TrueID, showcasing strategic thinking and creativity to address business challenges.

Startup Thailand League 2023 (Demo Day Pitching final round)

- learned teamwork, planning, responsibility, and business processes from inception to execution.
- Developed a business model and led a team to the final round of the Demo Day Pitching.
- Practice presenting and speaking in front of large audiences.

J-MAT Brand Planning Competition #3 (Final 50 teams)

- Learned about the marketing of ready-to-eat and processed foods.

CA-ASE Case Competition 2024 (Qualified 50 teams)

- Explored business perspectives in the snack industry, gaining valuable insights from research.

KU Startup Bootcamp for Entrepreneur 2022 (1st Runner up)

- gained knowledge about starting a business and experienced new challenges.

EXTRACURRICULAR ACTIVITY

Kaset Fair Kaset Fun

- Developed a pitch deck and successfully pitched to become one of the top 20 teams to sell products at Kaset Fair. Gained experience in stock management, teamwork, and working under various conditions

Mentee, KAMP #4 (Kasetsart Alumni Mentorship Program)

Kasetsart University | Aug 2024 – Present

- Actively participated in mentorship sessions with executives from Exzy and Lineman, acquiring valuable industry knowledge and strategic guidance to enhance both personal and professional growth.

VOLUNTEERING

Project Manager – KU Startup Club

- Organized startup events to foster an entrepreneurial community Developed workshops to enhance skills for startup staff
- Supported recruitment and onboarding processes