PALIDA YINGWATCHARA

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Education

Chulalongkorn University August 2020 – May 2024

Bachelor of Engineering (ISE), International Program, Major in Information and Communication Engineering (ICE)

- **Relevant Coursework**: Big Data AI, Data Warehousing, Computer programing, Probability and Statistics , Data Structure and algorithm , Computer Architecture, Advanced Mathematics Methods, Discrete Structure, Quality Management

Triam Udom Suksa School January 2017 - November 2019

Studying in the Computer Science Program

Experience

CHULALONGKORN UNIVERSITY August 2023 – November 2023

Teaching Assistant, TA

- Assisted in teaching the course 'Introduction to ICE: Fundamentals of Computer and Telecommunication Concepts for Information Systems.' This course covers technology and trends underlying current and future uses of information and communication technology, such as AWS services and generative AI, and introduces engineering management.

BIG, BANGKOK INDUSTRIAL GAS COMPANY

Part-time as Data Analyst: Data and Automation August 2023 – September 2023

- Analyzed the E-workflow process to track on-hand, completed, and urgent jobs from the company's website database using SQL and DAX, then visualized the data in Power BI.

Intern as Data Analyst: Data and Automation June 2023 – July 2023

- Designed and built pipelines to process and transform employee KPI datasets, encompassing data preparation, data cleaning, ETL processes, and data orchestration using Apache Airflow for seamless integration into the AWS cloud.
- Created insightful Power BI dashboards that transformed raw data into insights using SQL and DAX. My experience spans multiple projects, including 'Parsable BI,' where I analyzed IoT data from the factory to detect anomalies; 'E Contracts,' where I analyzed the number of overdue contracts; 'Meeting Rating,' focusing on meeting performance analysis; etc.

Projects

E-bay Data Warehouse

- Built and managed an eBay data warehouse using an ETL process utilizing PySpark, AWS Glue, S3, and RDS. Created BI dashboards to track order lifecycle and analyze product sales using AWS QuickSight.

User-Centric Phishing URL Detection Tool Powered by Interpretable Machine Learning Model

- Developed a machine learning model to classify phishing links and safe links, covering data preparation, feature engineering, model validation, and model deployment. Then, integrated the model into a web application.

Rainy Word Multiplayer Game Project

- Worked as a backend developer to create a multiplayer word typing game using socket.io and Node.js framework.

Achievements

Google Data Analytics Specialization November 2023

Completed all eight Google Data Analytics course developed by Google Career certificates

- Utilized tools and platforms including spreadsheets, SQL, Tableau, and R, as well as the processes for preparing, processing, analyzing, and sharing data for thoughtful action.

Young Startup Entrepreneur Program 2021 February 2021 – April 2021

Participated and awarded a certificate for successfully completing the program by Chula Tech Startup

- Trained by CEOs through workshops and participated in a startup competition as a business position in a team.

Digital Marketing Analytics and Optimization Program January 2021

Participated and awarded a certificate for successfully completing the program

- Workshops about digital Marketing on FB, Line and Google, SEO, and Online Advertisement.

Extracurricular Activities

- Participated in DataRockie Program
- Member of Digital Photo Club

Skills and Interests

Technical Skills: SQL ,Python, PySpark , Java, PowerBI, Tableau, Quicksight, Apache Airflow, AWS GLUE, RDS, S3, Sagemaker, C#, C++, Socket programming, MATLAB, Microsoft Office Programs, Google Spreadsheet

Soft Skills: Enthusiastic learning, Problem Solving, Communication, Self-Motivation, Work well under pressure, Adaptability

Language skills: Native in Thai, English (IELTS: 7.0)