

# JITTRABHORN DECHINTARANARAK

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## SUMMARY

I'm someone who's always eager to learn new things. I spend around 8 hours a week exploring topics that interest me. Even if I've never done something before, I believe I can succeed because I trust in my ability to learn and grow

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## WORK EXPERIENCE

**Frontend Developer, Sleek EV Co.** **Jan 2024 - Present**

- Manage the company's website and internal platform. I'm responsible for fixing bugs within 24 hours and improving the front-end to ensure a clean, user-friendly design.

**Senior business analyst, Sleek EV Co.** **Dec 2023 - Present**

- LINE Bot Development: Designed and implemented a LINE Bot with Rich Menu and LIFF to enhance user experience, reducing navigation time by 30%.
- PDF to Excel Automation: Automated PDF-to-Excel conversion using Python, saving over 20 hours of manual work monthly.
- S Charge Project: Analyzed GPS data to identify EV station locations, applied Median and Z-Score for prioritization, and successfully presented insights to stakeholders for pilot deployment.
- Sales and Dealer Performance Dashboard: Built a Power BI Dashboard to track sales and Dealer efficiency nationwide. Analyzed Top 5 Dealers, monthly sales trends, and key KPIs like Growth Rate and Regional Sales.
- Customer Insights Analysis: Conducted customer segmentation by age, gender, and location using Power BI and Python. Identified key age groups for targeted marketing, boosting campaign efficiency by 25%.

**Officer Data Analyst, Betagro Co.** **Jan 2023 - Dec 2023**

- Built operational dashboard and Paginated report in Power BI to verify the stock.
  - Built out the reporting and dashboard by Power BI and SQL for business user.
  - Helped user understand and improve their service in restaurants and reconcile transaction orders with invoice.
  - Support users to fix errors, change data sources, and update logic in report and dashboard.
  - Make a course and share knowledge about fundamental Power BI.
  - Develop a UiPath bot to download paginated reports from Power BI Paginate, aiming to reduce workload and minimize human errors.
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## EDUCATION

**Bachelor of Engineering in Bioprocess Engineering** **2018 - 2022**  
**Silpakorn University**

- The study of white radish and red radish extracts on UVA protection in A375cells

**Phrapathom School** **2014 - 2016**  
Sci & Math Program

**Certifications:** Data and AI for Marketing Communication in the Next Era, Professional Data Analyst, Hands-on Power BI, Training Power BI, Purpose-built Database, Behavioural Science for Business