

# Pannawat Chauychoo

Data Analyst | BI Developer

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Los Angeles, CA, US

## Education

### University of Southern California

Master of Science in Applied Data Science

Bachelor of Science in Business Administration, Finance

Los Angeles, CA

Jan 2023 - Dec 2024

Aug 2020 - May 2024

- **GPA:** 3.8/4.0, **SAT:** 1480 (98<sup>th</sup> percentile)
- **Honors:** Marshall Honors Medal (20 recipients, 1,000 eligible) – selected as researcher based on academic standing
- **Leadership:** Co-President, Alpha Lambda Delta; Team lead, Chess Club, Marshall Case Team

## Professional Experience

### Business Intelligence Consultant

Vietson Son Group

Jan 2025 – Present

Long An, Vietnam

- Designed end-to-end BI pipeline to automate report for leading industrial park, reducing processing time by 30%.
- Developed standardized SQL database from multiple data sources to increase report accuracy by 27% using half the time.
- Implemented advanced AI automation with Make.com to provide customer support 24/7, improved from weekly updates.

### Sales Data Analyst

Stylebot

May 2024 – Jul 2024

Los Angeles, CA

- Developed sales strategy targeting media executives with 70%+ response rate for \$1M ARR B2B Media AI startup.
- Streamlined sales pipeline with Apollo.io and Python scripts, ensuring high quality leads and saving 30+ hours in 2 weeks.
- Analyzed email sequences using A/B tests with Excel to optimize cold template, leading to 10% increase in open rate.

### Business Solutions Consultant

Protiviti

Jun 2023 – Aug 2023

Los Angeles, CA

- Served 3 Fortune 1000 clients for \$2.5B global consulting firm, improving efficiencies by 20% (average) through implementation of automated data management with Workday and cloud-based systems.
- Conducted sentiment analysis by aggregating survey data into interactive dashboard, eliminating 15% of discussion hours.
- Extracted detailed requirements from customers' responses to tailor companies' demos, increasing satisfaction by 21%.

### Data Science Researcher

University of Southern California (Data Science & Operations Department)

Jan 2023 – Dec 2023

Los Angeles, CA

- Selected due to academic excellence to recommend strategies for Indonesian businesses, boosting sales by 15% (average).
- Analyzed 50 SME background data with Excel/Python to formulate hypothesis for interviews, leading to published report.
- Conducted 20 in-person interviews to tailor scalable strategies, increasing engagement with government funding by 25%.

### Business Intelligence Developer

Differential Capital

Feb 2022 – May 2022

Sandton, South Africa

- Built interactive financial portfolio dashboard using Python and Dash/Plotly for multi-million-dollar hedge fund,
- Boosted user engagement by 15% with concise layout design and innovative visualizations of traditional KPIs.
- Ensure timely delivery as individual contributor by assisting and reconciling 5 members' code after weekly reviews.

## Projects

### Walmart E-commerce End-To-End Pipeline Simulation

Jan 2025 – Present

- Designed an ETL pipeline using Apache Airflow and Python to automate ingestion, transformation, and reporting.
- Generated synthetic data with Agent based modeling to increase training size, improving ML model accuracy by 15%.
- Developed RESTful APIs to allow real-time integration of synthetic customer transaction data into dashboard.
- Utilized Docker and Tailscale to host PostgreSQL in a local cloud-like environment, reducing cost by 98%.
- Built a collaborative filtering recommendation engine with Spark based on common purchases to optimize revenue.

## Skills

- **Programming Languages:** Python (Pandas), SQL, R, HTML/CSS.
- **Visualization tools:** Tableau, Power BI, Excel,
- **Cloud & Databases:** AWS, GCP, Spark, MongoDB, MySQL, PostgreSQL, Docker, Snowflake