PAWARES JUISANGIAM

MARKETING RESEARCH | CUSTOMER INSIGHT

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EDUCATION

Bachelor of Science and Technology in Applied Mathematics   **Aug 2021 - May 2025**

Thammasat University

KEY SKILL SUMMARY

- **Programming & Data Querying:** Proficient in Python (Pandas, NumPy, Matplotlib, Seaborn) and R for data manipulation, cleaning, and analysis. Strong command of SQL for data querying.
- **Data Analysis & Machine Learning:** Hands-on experience in Exploratory Data Analysis (EDA), feature engineering, classification and regression modeling, and text analysis
- **Data Visualization & Reporting:** Skilled in creating interactive reports and dashboards using Microsoft Excel (Power Query, Pivot Tables) and Power BI. Proficient in Regular Expressions (Regex) and visualization techniques for presenting insights effectively.

WORK EXPERIENCE

Third-Party Logistics (TPL) Intern - Scan Inter Public Company Limited   **May 2024 - July 2024**
- Monitored transportation operations and ensured compliance with safety regulations.
- Extracted shipment data and prepared operational reports for management.
- Supported logistics coordination by tracking and documenting delivery performance.

PROJECT

Telco Customer Churn Analysis & Prediction   **Aug 2025**
- Performed EDA on 7,000+ customer records to identify churn patterns and key behavioral trends.
- Built Logistic Regression and Random Forest models, achieving 82% accuracy and identifying top features influencing churn.
- Generated actionable business insights that could help reduce churn by focusing on high-risk segments, including short-tenure or high-fee customers.

SMS Spam Analysis – Exploring Patterns in Text Messages   **Sep 2025**
- Explored SMS messages to understand differences between spam and normal messages.
- Analyzed message length, common words, and phrases to uncover patterns.
- Visualized findings using WordClouds and charts to highlight key insights.

iPhone Customer Sentiment Insights   **Sep 2025**
- Performed sentiment analysis on customer reviews and categorized feedback into Positive, Neutral, and Negative.
- Extracted top keywords and generated WordClouds to identify common themes and customer concerns.
- Analyzed trends over time and across countries to deliver actionable insights and support social listening strategies.

ADDITIONAL

- **Languages:** Thai (Native), English (Intermediate)
- **Certifications:** Certified Professional Data Analyst-DataRockie School (2025)
- **Awards/Activities:** Integrated Mathematics and Statistic Symposium (IMASS) (2024), Game of Though Leader - Pathum young care (2023)