

PokPong Peerapan Nantang

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EDUCATION

Assumption University of Thailand

August 2018 - April 2022

Bachelor of Economics in Business Economics | Cumu. GPA: 3.86 / 4.0

- Relevant Coursework: Statistics, Regression Analysis, Database System, Business Cycle and Forecasting, Business Intelligence, Industrial Organization, Economics of Strategy, Quantitative Analysis Tools, Principle of Business Management, Project Management

PORTFOLIO

Data Analysis with SQL Project

SQL Bookstore Database

- Designed and implemented a normalized SQL database with 5 core tables to efficiently manage bookstore inventory, customers, orders, and payments.
- Created an entity relationship diagram to visualize the data model.
- Wrote optimized SQL queries utilizing JOINS, subqueries, common table expressions (CTEs), window functions, aggregate functions, and CASE statements to retrieve and analyze data.
- Performed in-depth sales analysis by querying the database to gain insights on:
 - Total sales revenue and quantity sold for each book title.
 - Total amount spent by each customer.
 - Top selling book category among customers whose names don't start with 'B'.
 - Revenue breakdown by payment type.
 - Customer segmentation into 3 tiers based on total spend, limiting to 1 customer per country.

Data Analysis with R Project

Predicting Customer Churn in Telecommunications

- Conducted exploratory data analysis to uncover insights, identify anomalies, validate assumptions, and formulate hypotheses to enable data-driven decision making.
- Engineered features by running Recursive Feature Elimination to select the most predictive variables for modeling customer churn.
- Developed classification models using techniques like SMOTE, weighting, and up/down-sampling to account for class imbalance.
- Achieved 89.9% balanced accuracy and 86.7% F1 score with a Random Forest model using a weighting mechanism, outperforming other models.
- Utilized variable importance analysis to assess the predictive power of each variable.
- Leveraged statistical tests like two-sample t-tests and chi-square tests to uncover factors driving customer churn.
- Provided recommendations on improving customer service, promoting certain plans, and monitoring usage patterns to reduce churn.

Data Analysis with Python Project

Thai Baht Exchange Rate Data from an API

- Acquired necessary Python packages for making API requests, handling JSON data, and data analysis (requests, json, pandas).
- Achieved a GET request to the exchange rate API to retrieve latest currency exchange rates.
- Converted the JSON response to a Python dictionary using the .json() method.
- Created a Pandas dataframe from the dictionary data to structure it for analysis.

SKILLS & CERTIFICATIONS

- Language: English, Thai
- Certificates: DataRockie (Data Science Bootcamp, Prompt Design, Social Listening)
- Programming Languages: R, SQL, Python, STATA
- Tools: Power BI, Tableau, Looker Studio, Google Analytics, MS Office (Excel, Word, PowerPoint), WordPress