



ATCHARA SORASING

BUSINESS ANALYST

CONTACT

**Phone**

092-2845122

**E-mail**

atchara.srs@gmail.com

**Address**

477/523 Atmoz Ladprao 15,
Chatuchak, Bangkok, 10900

EDUCATION

Bachelor Degree Of Economics

2014 - 2017

Khon Kaen University

Grade Point Average 3.82

High School

2010 - 2012

Khamkhueankeao Chanubhatham
School, Yasothon

Grade Point Average 3.79

SKILLS

Microsoft Office
(Word, Excel, PowerPoint)

Google Data Studio

Power BI

Tableau

STATA

SPSS

LANGUAGE

Toeic Score (1 Apr 22) 660

WORK EXPERIENCE

BUSINESS ANALYST

Singha International Headquarter Company Limited | Jan 2020 - Feb 2022

Defined model and structure from many sources. Designed the strategic reports. Analyzed and delivered business reports and business insights such as monthly sales performance, weekly sales performance, ad-hoc performance, internal sales forecast, distribution channel, distributor report, and stock management. Implemented the strategy working with the sales team, domestic, IT, and external agencies.

CONSUMER INSIGHT ANALYST

Wisesight (Thailand) CO., LTD | Nov 2018 - Dec 2019

Entered keywords relate to the topics on social listening tools. Gathered and cleaned social voice data from a variety of channels including Facebook, Twitter, Instagram, and Pantip. Coded, categorized, and labeled the data. Analyzed the data for viral posts, new innovations, strong points, pain points, etc. Made reports to support clients' business decisions and measure the business performance on social media.

RESEARCHER

Khon Kaen University | Mar 2018 - Oct 2018

Created the interesting issues about Economics. Found the Economics theories that were consistent with the issues and wrote literature reviews. Defined processes to find answer to the researches. Designed questionnaire forms and designed experimental groups. Surveyed and collected the data from the processes. Analyzed the data in Excel, SPSS, and STATA. Summarized and presented the researches to professors and others.

STRATEGY AND PLANNING ANALYST (INTERNSHIP)

**Office of the National Economic and Social Development Council
Jun 2018 - Aug 2018**

Designed structured database in Excel to gather the production data of the Gross Domestic Product (GDP) of Thailand such as Agriculture, Fishing, Industry, Construction, Education, etc. Analyzed the data and presented it on the dashboard in the form of proportion, trend, and growth. Made the Illegal Unreported and Unregulated Fishing (IUU Fishing) in Thailand report that was presented to Senior executives of the Production Analysis Division.

AWARD

2018 : The honorable mention award of the Settatat research competition from bank of Thailand

2018 : The winner award of the Settatat research competition bank of Thailand (Northeast)

2017 : The honorable mention award of Phet Yod Mongkut Economics competition

2016 : The winner award of Economics competition at faculty of Economics, Khon Kaen University