ATHIYA HONGPAISANVIVAT

Management Consulting Analyst | Business and Data Analyst

PROFILE SUMMARY

Detail-oriented Management Consulting Analyst / Business and Data Analyst with over 2 years of experience at Digital Revolution T & T Company Limited (DRTT), a company offering digital consulting services specialize on data management. I and team have worked with various clients to provide business and IT strategies consultancy, including Data Governance, PDPA, Data Classification, Customer Master Model, Program Management and Organization Change Management. Prior to join DRTT, I former worked at Siam Commercial Bank over 2 years as Financial Analyst and Finance Management Trainee, experienced in banking business and investment analysis. With the role of analyst in all projects, I have experienced in data management methodology, customer data management, business and data analysis, and data visualization. I believe that enthusiastic to learn, open-minded and hard working would build up an individual's growth in both career and life.

I'm seeking for a challenging opportunity in Data related field where excellent analytical, technical, and communication skills can be applied to translate data into actionable business decisions.

PERSONAL INFO

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PROFESSIONAL EXPERIENCE

Digital Revolution T&T Company Limited   Oct 2018 – Aug 2019,
Management Consulting Analyst | Business and Data Analyst   Jul 2020 – Present

[Project] AIS's SAP S4 HANA Transformation (Organization Change Management) during Jun 2021 – Present:
- Assisted in project coordinating, progress reporting, and support in facilitating workshop to develop change management and communication strategy and plan.
- Conducted Change Readiness Survey and analyzed key points to plan next actions.
- Key values: Soft side such an Organizational Change Management becomes an essential element for today's complexity IT enablement projects success to achieve business benefits.

[Project] OR's Data Classification during 2021 – Jan 2022:
- Assisted in preparing data classification framework and methodology to facilitate workshop with client's business users and Data Governance Office.
- Collected, standardized and analyzed data from various business units to review, comments and revised on data classification assessment.
- Key values: Understanding data classification could properly manage company's data, especially under PDPA and data security.

[Project] OR's Data Governance and PDPA Operational Readiness during Oct 2020 – Aug 2021:
- Prepared data governance assessment framework, collected assessment data from client's business units, analyzed and developed assessment summary and recommendation report.
- Summarized business processes for PDPA implementation and operational readiness testing.
- Key values: Gained knowledge of Data Governance framework and methodology as well as PDPA, which are important elements in today's data-driven organization.

[Project] Mee Capital's PDPA assessment and recommendation during Mar – May 2021:
- Developed knowledge packages, assisted in conducting workshop, and summarized assessment and recommendation reports.
- Key values: Gained experiences in PDPA perspective in different size and business environment.

[Project] Tesco Lotus' Customer Master Model during July – Oct 2020:
- Assisted in collecting business requirement and prepared documents for workshop with clients.
- Designed and developed customer single view model and roadmap for executives.
- Key values: Analyzed industry standard of retail data model to design and develop customer single view.

SKILLS

Key Skills and Core competencies
- Business understanding
- Data understanding
- Data preparation
- Data analysis
- Data visualization
- Analytical skill

Software Skills
MS Office
MS Power BI
Tableau
SPSS
RapidMiner
RStudio
SQL
Qlik Sense
KNIME
Adobe Illustrator

Personal Skills
Open-minded
Goal-Oriented
Leadership
Teamwork
Organized
Communication

Language
Thai ★★★★★
English ★★★★☆
Chinese ★★★☆☆

[Project] Bangchak's PMO Advisory during Nov 2018 – Mar 2019:
- Assisted in assessing client's project management office structure, R&R, current working model by using PMO Maturity Survey, and assisted in developed recommendation report for executives.
- Key values: Gained knowledge of project management components and a project management office framework with the right approach to resolve corporate issues of IT project management effectiveness.

[Project] Myanmar's AYA Bank core banking implementation's assessment and recommendation project during Sep. – Nov. 2018:
- Assisted in project coordinating, progress reporting, project planning and analysis of assessment and recommendation reports for Core banking implementation and People Transformation.
- Key values: Understanding business operation readiness of processes, people is also essential element of core system implementation's success.

Siam Commercial Bank Public Company Limited   *Jul 2016 – Sep 2018*
Financial Analyst, Investor Relations
- Provided analytical reports to management such banking sector performance analysis, investors' shareholding structure and movement, and roadshow strategy recommendation.
- Initiated interactive dashboards and reports by utilizing Microsoft Power BI to visualize.

Finance Management Trainee
4th Rotation: Equity Investment Management
- Analyzed listed stocks within the Bank's portfolio by constructing valuation model, reporting and recommending investment decision to management.
- Analyzed financial statements and ratios of vendor companies to check vendor's financial health prior to investment decision.
- Improved and initiated investment summary automation reports.

3rd Rotation: Equity Research, SCB Asset Management
- Analyzed and forecasted companies' business performance, constructing financial model and stock valuation to recommend investment decision and target price to fund managers.

2nd Rotation: Financial Planning and Analysis, Retail Segment (Branch Channel)
- Collaborated with branch strategy team to collect and standardize data to design and construct sales KPI dashboard visualizing by Microsoft Power BI and reports for top management.

1st Rotation: Investor Relations
- Constructed analytical reports to management such competitor analysis, NPL monitoring, stock price movement, investors' shareholding structure and movement.

EDUCATION

Mini-Data Science   *Jul-Nov 2021*
Mahidol University, IT Management Division, Faculty of Engineering

Master of Science in Business Analytics   *Sep 2019-2021*
Xi'an Jiaotong Liverpool University, Suzhou, China
[Gained Scholarship & Graduated with Distinction]

Master of Science in Investment Analysis and Management   *Mid 2017-2019*
Assumption University of Thailand, GPA: 3.98/4.00 [First class Honor]

Bachelor of Business Administration (Finance) with Chinese Minor   *2012-2016*
Mahidol University International Collage, GPA: 3.73/4.00 [First class Honor]

Bachelor of Business Administration (Human Resource Management)   *2012-2017*
Ramkhamhaeng University

RESEARCHES & RELATED PROJECTS

- *Travel Packages Purchase Prediction* – A predictive model project during Mini-Data Science course applying CRISP-DM methodology. The tools used in the project are RapidMiner and Tableau. The key learning point is to use, translate and present the right data into actionable business insights.

- *Information Diffusion Behavior in Twitter: A case study of Nissan Leaf in marketing perspective* – Applied Social Network Analysis techniques using Rstudio and regression analysis on SPSS to investigate what factors have influences on information diffusion behavior, which could recommend to business for marketing perspective.

- *The Influence of Personality Traits and Information Acquisition on Investors' Trading Frequency: Evidence from Thailand Stock Market* – The results from regression and correlation analysis could be recommended to marketers, financial advisor and policy makers to consider personality and utilize several information channels.

CERTIFICATES

LinkedIn Certificates
- Power BI Essential Training
- SQL: Data Reporting and Analysis
- Social Network Analysis using R
- Programming Foundations: Databases

RapidMiner Certificates
- Machine Learning Professional
- Applications & Use Cases Professional
- Data Engineering Professional

ACTIVITIES

Extracurricular Activities
- Participated in Value Investment Club
- Participated in Young Professional Club
- Participated in HSBC Business Case Competition
- Participated in Volunteer Club and MUIC Volunteer club's fundraising
- Participated in Faculty Sports Competition and Freshy Game

Personal Interests / Hobbies

Playing Sports   Playing Music   Travelling

AWARDS

- Best BI awards from Mini-Data Science course
- Best paper award in NIDA International Business Conference 2019 [Research Topic: The Influence of Personality Traits and Information Acquisition on Investors' Trading Frequency: Evidence from Thailand Stock Market]
- Semi-Final round in CFA Research Challenge 2017-2018
- The 2nd runner-up on the MUIC Business Case Competition