

# Ratchaneekorn Sroipetch

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## PROJECTS

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- Customer Segmentation** – Testing Project May 2023
- Built visualization in **Power BI** to show the customer profiles segmented based on their behavior, sales of each segment, and product details to find insights for improving retail business, finding that 67% of total sales were potential loyalists and champions segment
- Amazon Web Scraping** – Personal Project Feb 2023
- Scraped women's dresses data on Amazon via **Python**, **Selenium**, and **BeautifulSoup**, and collected them into CSV files for later analysis and visualizations
- Pizza Restaurant Sales Data Exploration** – Personal Project Jan 2023
- Explored pizza restaurant sales via **PostgreSQL** to create a view for later visualizations
- Superstore Exploratory Data Analysis** – Personal Project Dec 2022
- Explored insights to find a drawback to lead developing the superstore's higher profitability via **Python**, **Pandas**, **Matplotlib**, and **Seaborn**, finding that determining improper discount affected losses
- Customer Analysis** – Personal Project Nov 2022
- Built visualization in **Tableau** to show the customer profiles prospected to purchase each treadmill product

## EDUCATION

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- Silpakorn University, Nakhon Pathom Thailand** 2018 – 2021
- Master of Engineering – Chemical Engineering Major
  - GPA: 3.82/ 4.00 – A Research Scholarship Students in the Department of Chemical Engineering, Faculty of Engineering and Industrial Technology, Silpakorn University
- Silpakorn University, Nakhon Pathom Thailand** 2014 – 2018
- Bachelor of Engineering – Chemical Engineering Major
  - GPA: 2.74/ 4.00

## EXTRACURRICULAR ACTIVITIES

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- Teacher Assistant** 2018 – 2020
- Unit Operation Laboratory – Coached and recommended laboratory equipment usability for students in the Department of Chemical Engineering, Faculty of Engineering and Industrial Technology, Silpakorn University
  - Modeling & Simulation Laboratory – Advised how to code for students in the Department of Chemical Engineering, Faculty of Engineering and Industrial Technology, Silpakorn University

## INTERNSHIP EXPERIENCE

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- TOA Performance Coating Corporation Co., Ltd., Samut Prakan Thailand** May – Jul 2017
- Chemical Engineer*
- Monitored the industrial paint manufacturing machines' run time and recorded them to diagnose the cause of production delays

## MISCELLANEOUS

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- Languages Thai (Native), English (Intermediate)
- Computer Skills Python (Numpy, Pandas, Matplotlib, Seaborn), Power BI, Tableau, PostgreSQL, MATLAB, Excel (Conditional Formatting, Pivot Tables)
- Certifications [Career Essentials in Data Analysis by Microsoft and LinkedIn](#)
- Interests Data Analytics, Website building, Singing, Game