

TEERATHEP NGAMPUKDEEKUL

Bangkok, Thailand

Mobile: (+66) 843883648 | Email: Teerathep.Ng@gmail.com

[linkedin.com/in/teerathep-ngampukdeekul](https://www.linkedin.com/in/teerathep-ngampukdeekul) | github.com/Teerathep-Ng

<https://portfolio-teerathep-ngampukdeekuls-projects.vercel.app/>



PROFESSIONAL SUMMARY

Physics graduate from Chulalongkorn University with a background in Software Development (Generation Thailand) and currently pursuing Data Science at DataRockie. Experienced in Excel, SQL, Power BI, and statistical modeling through projects such as customer segmentation and dashboard development. Currently working at RealSmart in the Data Intelligence team, eager to explore data in depth and transform it into actionable insights that support informed decision-making.

SKILLS

Technical skills: Excel, SQL, Power BI, Python, R, HTML, CSS, TailwindCSS, JavaScript, and React

Soft skills: Growth mindset, Persistence Communication, Teamwork and Problem-Solving

PROJECT

Data Analysis with Excel Project

February 2024

- Conducted market and country analysis to identify loss factors using discount rates, percentages, and non-parametric hypothesis testing.
- Segmented customers with the RFM Model to assess behavior, examining relationships with shipping modes and return rates.
- Analyzed product sales, profit, order quantity, and discounts, and forecasted sales for 2015-2016 using Lagged Regression and Dummy Variable Regression techniques.

Data Analysis with Power BI Project

April 2024

- Built a dashboard to analyze hotel reservations, including average room price, lead time, cancellations, booking segments, meal plans, and customer requests to understand customer behavior and preferences.
- Compared canceled and non-canceled bookings to identify reasons for cancellations and areas for improvement.
- Analyzed repeat and non-repeat customers to develop targeted strategies for customer acquisition and retention, devising plans to attract new customers and retain existing ones based on reservation insights.

EXPERIENCE

Data Intelligence

Jun 2025 – Present

RealSmart

- Filtered and tagged data from Talkwalker to accurately categorize content based on relevance and context.
- Identified and escalated key insights or critical information to clients, such as negative issues affecting brand image or special ad-hoc requests.
- Prepared monthly reports summarizing positive, neutral, and negative topics, as well as platforms where the client's organization was mentioned, including numerical summaries and month-over-month trend comparisons.

Mathematics Staff Teacher

Jan 2025 – Jun 2025

Monkey kanes (MBK 5th floor)

- Designed and customized individual study plans for students based on their specific entrance exam goals, ensuring a personalized and effective learning experience..
- Reviewed homework and assignments, providing step-by-step guidance and feedback to help students understand and correct mistakes.
- Monitored student progress through exam results, offering personalized feedback and additional support to enhance academic performance.

- Learned to build web applications using React for front-end, Node.js for back-end, and MongoDB for the database.
- Acquired essential skills like growth mindset, persistence, communication, agile methodology, and teamwork.
- Tea Blend E-Commerce Platform with MERN Stack: Designed and developed an e-commerce platform for tea blending ingredients with a user-friendly interface, integrated CRUD functionalities for customers to manage their cart items, and an API for user authentication and secure data storage.

EDUCATION

Data Science Bootcamp 12
DataRockie

Present

Chulalongkorn University
Bachelor of Science in Physics, 2023

July 2019 – June 2023