THANAPON POOTHONG

DATA ANALYST

thanapon.poothong@gmail.com | 082-853-0217 | Github:Thanapon23

SKILLS

Program/tools
- ETL with MS SQL (SSIS,SSMS)
- Visual Studio Code (VScode)
- Excel (Vlookup, Pivot table)
- Power BI (Power Query, DAX, Data Modeling)
- SQL (Subquery, Joins, Aggregation, Cleaning)
- Cross-Departmental Collaboration
- Team collaboration
- Problem-solving and decision making

Statistics
- Descriptive Statistics
- Linear Regression
- Logistic Regression

Programming Language
- Python
- SQL
- R

Library
- Numpy
- Pandas
- Matplotlib
- Selenium
- Machine Learning
- sklearn
- seaborn

Personalities
- Soft skills
- Proactive
- Quick Learner
- Collaborative
- Resilient and Tough
- Positive Attitude
- Passion for Learning New Technology

Other Skills
- Database Management
- Language: English (Intermediate)
- Microsoft Office

DATA PROJECTS

SQL Superstore sales Project: By utilizing SQL for data cleaning and analysis, including descriptive statistic, to extract valuable insights that contribute to understanding the data and making marketing strategy decisions.

- Importing dataset from Kaggle and Setting the question: What is the Effectively Marketing Strategies to increase sales?
- Preparing and Cleaning data using SQL command to remove duplicates, convert date.
- Analyzing the data with descriptive statistics with SQL to EDA the data and finding The Answer of Question.
- Visualizing Analyzed Data by Power BI using dynamic AX function(DAX) to provide business insights.
- Creating Marketing Strategies to responses to the question.
  link to project: https://github.com/Thanapon23/SQL-DataAnalysis-Project/tree/main/SuperstoreSales

The RFM Analysis Project: By using the RFM model to segment customers based on their recency, frequency, and monetary value. This model helps deeper understand group of customers and enables to use the right marketing strategies to each specific group effectively.

- Importing dataset from Kaggle and the question is how to separate customer segmentation and increase sales?
- Use Python to create Recency Frequency Monetary (RFM) Analysis.
- Calculate RFM scores to separate customer segmentation.
- Recommending for marketing strategies to most value customer segment that gained from RFM analysis.
  link to project: https://github.com/Thanapon23/RFM-Project/tree/main/Python-RFM

SQL Data Career Project: By using SQL to analyze trends in data careers, such as salary, important positions, and remote work percentages. In order to help the Human Resource Department to make a decision to manage and select personnel that suitable for the organization.

- Posing questions to determine the objectives of the project.
- Clean Data with SQL using CASE function to The gathering of data with the same category organized in the same group.
- Creating Descriptive Analysis by SQL Command to Exploratory Data Analysis(EDA) to answer the question.
- Developed a dashboard to display information and trends to Answer the Question and Create Suggestion.
  link to project: https://github.com/Thanapon23/SQL-DataAnalysis-Project/tree/main/SuperstoreSales

JOB EXPERIENCE

Barista MAY 2022 - March 2023

Adlib Hotels Khon Kaen.

- **Customer Service:** *Greeting the guests with professional hotel's standard manner and providing personalized coffee recommendations to the guests.*
- **Inventory Management:** *Managed Inventory to ensure all beverages and bakeries are ready to service.*
- **Event preparation:** *Collaborated with the kitchen and marketing team to coordinate service for conferences, and special events.*
- **Collaboration:** *Actively engaged in cross-departmental collaboration, communicating with purchasing department to optimize supply management.*
- **Contact Supplier :** *Contacted to suppliers to find the best ingredients available. And negotiate the price to control the cost of products.*
- **Service Sequence:** *Participated the opening team to determined Service Sequence and design work flow of the service.*

EDUCATION

Bachelor of Business Administration Major Marketing   **Khon Kaen University (2017- 2021)**

CERTIFICATES

- Udemy ETL with Microsoft SQL Integration Services (SSIS) Certificate (2023)
- Data Science for everyone Certificate by FutureSkill (2023)
- Essential SQL for Everyone Certificate by BorntoDev Academy (2023)
- วิเคราะห์และพยากรณ์พฤติกรรมของผู้บริโภคเพื่อการตัดสินใจทางธุรกิจด้วย Machine Learning Certificate by FutureSkill (2023)
- จัดการฐานข้อมูลอย่างมีประสิทธิภาพ พร้อมวิเคราะห์ข้อมูลที่มีด้วย SQL Command Certificate by FutureSkill (2023)
  Additional certifications are available on my repository, link to certificates file: https://github.com/Thanapon23/Thanapon23/tree/main/Certifications