THANAPON POOTHONG

DATA ANALYSIS

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PROFILE SUMMARY

I am driven by a strong passion for data analytics and a desire to pursue a career in this field. I continuously developing myself seeking for opportunities in the data analytics field where I can put my passion and potential to create valuable, data-driven solutions to drive the success of the organization.

SKILLS

Personalities

- Can-do attitude
- Structured thinking
- Lifelong Learning mindset
- Proactive
- Quick Learner
- Collaborative
- Positive Attitude
- Passion for Learning New Technology
- Teamwork

Programming Language

- Python
- SQL
- R Programming
- Basic Html/CSS/Java script
- Basic Java

Statistics

- Descriptive Statistics
- Linear Regression
- Logistic Regression

Framework

- The data analysis process
- Data life cycle
- The five whys questioning
- Fairness questioning

Skills

- Language: English (Intermediate)
- Healthcare Insurance Domain
- Data Visualization design
- Basic graphic design (adobe Ai)
- Microsoft Office
- Report Development

Program/tools

- ETL with MS SQL (SSIS,SSMS)
- Excel (Vlookup, Pivot table, Formula develop)
- Power BI (Power Query, DAX, Data Modeling)
- SQL (Subquery, Joins, Aggregation, Cleaning)
- Spreadsheet

EDUCATION

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

JOB EXPERIENCE

Data Analyst   July 2023 - Present

TQC Company Limited.

- **Automation report processing:** Successfully transformed predominantly manual report generation into an automated process, enhancing efficiency and reducing manual efforts.
- **Design Data Visualization:** Created data visualization reports for customers using our company's claims services, delivering comprehensive insights and results.
- **Workflow development:** Developed data workflows to efficiently extract, store, and present analytical findings, ensuring data accuracy and consistency throughout the process.
- **Stakeholder Communication:** Collaborated and communicated with stakeholders involved in data operations, ensuring smooth data management.

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.
- **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.

CERTIFICATES

- **Coursera Foundations Data, Data, Everywhere(2023)**
- **Udemy ETL with Microsoft SQL Integration Services (SSIS) Certificate (2023)**
- **Data Science for everyone Certificate by FutureSkill (2023)**
- **R Programming for Data Analysis by FutureSkill (2023)**
- **Upskill Python Programming เส้นทางสู่ Developer 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
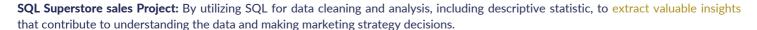
DATA ANALYTIC PROJECTS

Credit scoring analysis Project: This project demonstrates the analysis of consumer behavior data to categorize it into grades, showing the various data groups ranging from "good" to "bad" for use in business decision-making. It epitomizes data-driven decision-making.

- Importing dataset from data source, handling missing values, outliers, and transforming variables.
- Conducting Univariate Analysis to understanding of each individual variable. It involves examining and studying each variable independently.
- Exploratory Data Analysis (EDA) dived into the interactions and relationships between variables.
- Engaging in Feature Engineering to enhance the model's accuracy and effectiveness.
- Applying Weight of Evidence (WOE) and Information Value (IV) techniques to evaluate variable predictiveness.
- Train logistic regression model for credit scoring.
- Use Model tuning to optimize its predictive capabilities.
- Grading score as a analysis result then visualize it and give a conclusion.

link to project: https://github.com/Thanapon23/Credit-scoring-analysis

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 asking the question to identify the problem.
- 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 defining task in this project and clean the data.
- 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