

# THANAPON POOTHONG

## DATA ANALYST

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### PROFILE SUMMARY

Recently completed marketing bachelor degree, I have discovered a strong passion for data analytics and a desire to pursue a career in this field. I have learned skill of Data analysis, Visualization, and Programming Languages. I have worked on a personal projects that showcase my ability to translate complex data sets into actionable insights. My marketing background has also allowed me to understand the importance of integrating marketing strategies into data analysis. I am eager to explore opportunities to apply my marketing and data skills to help companies make data-driven decisions.

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### SKILL SUMMARY

- Knowledgeable in marketing concepts and strategies, including market research, consumer behavior ,marketing campaigns and strategies using data-driven insights, and branding.
  - Skilled in programming languages such as Python and SQL for data processing, data cleaning and analysis.
  - Proficient in data analysis and visualization using Power BI tools.
  - Soft Skills: Positive person, Problem Solving, Communication, quick learning.
  - Self-motivated and proactive in learning new skills related to data career.
  - Microsoft Office: Word, PowerPoint, Excel(Pivot table, Vlookup)
  - Language: Thai(Native), English(Intermediate)
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### EDUCATION

#### Khon Kaen University

Bachelor of Administration and Accountancy.  
Marketing Major. (2017-2021)

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### DATA PROJECTS

#### SQL Superstore sales Project.

- Preparing and Cleaning the data Using SQL.
- Analyzing the data and Visualize with Power BI.
- Provide the recommendation marketing strategies based on the insights gained from Data Analysis.

#### RFM Project.

- Use Python to Preparing the data.
- RFM model evaluation and Analysis.
- Creating RFM segmentation.
- Recommending for marketing strategies to most value customer segment that gained from RFM analysis.

#### SQL Data Career Project.

- Clean the dataset with SQL.
- Developed a dashboard using Power BI.
- The Dashboard display information and trends.

### JOB EXPERIENCE

#### Barista MAY 2022 - March 2023

##### Ad lib Hotels Khon Kaen.

- Manage and maintain all using equipment such as espresso machine, glassware washer, etc.
- Manage and Prepare equipment and supplies for the function event.