

THANAPON POOTHONG

DATA ANALYST

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Github:Thanapon23

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.

SKILLS

Program/tools

- ETL with Visual Studio 2022
- SQL Server Integration Services (SSIS)
- SQL Server Management Studio (SSMS)
- Visual Studio Code (VScode)
- Excel (Vlookup, Pivot table)
- Power BI (Power Query, DAX, Data Modeling)
- SQL (Subquery, JOIN)

Programming Language

- Python
- SQLite
- R

Library

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

Statistics

- Descriptive Statistics (mean,medium,mode)
- Linear Regression
- Logistic Regression

EDUCATION

Khon Kaen University (2017-2021)

Bachelor of Administration and Accountancy - Marketing Major.

DATA PROJECTS

SQL Superstore sales Project.

- 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>*

RFM Project.

- 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.

- 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>*

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)

**link to certificates file: <https://github.com/Thanapon23/Thanapon23/tree/main/Certifications>*