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Objective

Business professional transitioning into data science, combining strong analytical and technical skills to enhance decision-making processes.

Education

- MSc in Data Science, Burapha University, 2023
- BBA in Marketing, Bangkok University, 2018

Skills

- Programming: Python, SQL, Power BI
- Data Science: Predictive Modeling, Clustering
- Soft Skills: Business strategy, critical thinking

Experience

Marketing Analyst, Central Pattana (2018–2022)

- Analyzed campaign effectiveness, increasing ROI by 15%.
- Developed customer segmentation for targeted promotions.

Data Science Intern, Thai Data Solutions (2023)

- Built a sales forecasting model, improving accuracy by 20%.

Business Acumen

- Extensive experience in retail marketing and customer engagement.