



Ms. Pornpan Thongdee

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Date of Birth: 26/06/1991

Professional Experience:

Data Analyst - Sales & Acquisition Performance (20/03/2023 -Currently) Bangkok, DeeMoney FinTech, International money transfers

Responsibilities :

- Championed the role of Center of Excellence (COE) for sales and customer data, driving data accuracy and ensuring top-tier reliability.
- Leveraged data analytics to uncover key sales opportunities and upsell potential, directly fueling our achievement of set targets.
- Conducted in-depth customer data analyzes to bolster sales promotion, treatment, and education programs, leading to tangible increases in transaction volume and frequency.
- Delivered daily data-driven dashboard reports, empowering the sales & acquisition team to make informed and strategic decisions.
- Designed and implemented dynamic sales commission structures across various channels, ensuring accurate and timely performance-based compensation.
- Streamlined the management of sales profiles across diversified channels such as Personal Account sales, Business Account sales, Activation sales, B2B, and B2C Business Partners (DeeAssociate).

Sales Analytics & Support Coordinator (18/05/2020 -30/04/2021) Bangkok, Signify Commercial Thailand (Philips Lighting)

Responsibilities :

- Preparing a daily report of sales-through data
- Using SAP, Python's Pandas and Excel to prepare reports
- Providing sales insights to the leadership team for monthly meetings
- Conducting monthly cost and benefit evaluations of all running campaigns for every key business partner
- Forecasting, tracking and controlling the budgets and spendings associated to every promotion campaigns and meeting with sales team, sales director, the B2C manager and the accounting department to share data
- Leading the preparation of promotion campaigns and reviewing/tracking the results in collaboration with the sales team (sales-in and sales-through analysis)
- Supporting the finance and accounting as well as preparing ad-hoc reports for the CFO
- Being a contact person for the sales team and auditors

Sales and Admin/HR Coordinator (17/07/2018 - 17/05/2020) Bangkok, Thailand QUNIE Business Unit of Thailand (Headquarter: Japan)

General Management

- Manage and follow up contracts, quotations and invoices from HQ & subcontractors
- Coordinate with third party agencies, vendor and subcontractors

Sales Support

- Prepare Opportunity Report and update the status

- Prepare Project Admin Tracking to track projects that were awarded to QUNIE
- Coordinate and follow up projects

Financial Management

- Reconcile bank statement with expense checklists
- Manage expenses reports to be sent to HQ in Japan

Document Controller (2017-2018) Nakhon Ratchasima, Thailand GE Grid Solution (Thailand) Limited

Administrator (2017) Bangkok, Thailand InterSystems Software (Thailand) Limited

Sales (full-time while studying / 2012-2015) Bangkok, Thailand Davinci Cosmetic of Thailand

Sales (Full-time while studying / 2009 - 2011) Bangkok, Thailand Best Time Inter Group: Watch Brand Jorg Gray

Education:

MBA: Major in Finance Ramkhamhaeng University, TH : graduated: 2019

Bachelor's degree: Major in Counseling Psychology Ramkhamhaeng University, TH : graduated 2016

Data Science Education:

- **Data science** : bootcamp with General Assembly x True Digital Park (Python, AI, ML) : Aug 2022 - Nov 2022

Final project: Salary prediction for a given industry and region – Machine learning project

- **Data science** : bootcamp with Le Wagon (Python, SQL, AI, ML) : Apr 2022 - Jun2022

Final project: Optical character recognition on menus, live translation and picture mapping

- **Web development** : bootcamp with Le Wagon (Ruby, SQL, JS, HTML) : Nov 2021 - Dec 2021

Final project: Meetup app for volunteers

Digital marketing / Product management/ Data analytics with True Digital Academy: May - Nov 21

IT Skills:

| Data Analysis | Web Development | Computer Skills |
|---------------------------------|-----------------------------|---|
| Python, NLP, ML, AI, SQL, Excel | Ruby, Javascript, HTML, CSS | MailMerge, Excel Functions & Formulas, PPT, SAP |

Language skills:

- English: Business Proficiency
- Thai: Native