



PARTH SARANGI

data analyst, data science, business intelligence

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OBJECTIVE

Seeking suitable opportunities as Business Intelligence and Data analyst.

SUMMARY

Experienced and dedicated professional with a proven track record in business intelligence. Highly skilled in data analytics, I bring 7 years of expertise and a passion for banking, e-commerce and trading industries. Throughout my career, I have consistently delivered exceptional results while successfully managing analytics dashboard and frameworks

Equipped with a comprehensive understanding of data analysis methodologies, statistical modelling, and data visualisation tools, I excel at transforming complex data sets into actionable recommendations. Through my strong analytical skills, I have successfully identified key business trends, forecasted market developments, and developed impactful strategies to drive organisational success..

I am comfortable with SQL, Data visualisation and Data modelling like Propensity models and categorization models.

Working experience of around 11 years with 7 years as Data analyst and 3 years with Tableau, Python, R Lang.

EDUCATION

Masters

University

GPA

Master's in Information Management

CSIM @ Asian Institute of Technology Thailand 2018

3.5 / 4

Bachelors

University

GPA

Bachelor of Technology in Electronics & Communication

National Institute of Technology Srinagar India 2008

7.29 / 10

CORE COMPETENCIES

<i>Industry Domains</i>	Fintech, Banking and Mortgages <i>Currently working on Fintech company in the BI Analytics division Previously, have served in the Banking sector as a Data analyst fetching data of credit cards, debit cards, standing instructions Loans, AML, Risk Fraud And before that in the Mortgages Vertical</i>
<i>Data Analytics</i>	Tableau, Jupyter Notebook, Google Data Studio, Power BI, Google Analytics 360, Supermetrics <i>Data analytics is the science of deriving relevant Information from the raw business data. These technologies are most relevant in decoding the trends, pattern recognition and future prediction.</i>
<i>Computer Languages</i>	SQL, R Lang, R Shiny, Python, JavaScript, Excel macros VBA
<i>Cloud</i>	Google Cloud Platform
<i>Software</i>	Microsoft Excel, Pentaho Data Integration
<i>Web servers</i>	Apache, Nginx, NodeJs
<i>Databases</i>	Google Bigquery, PostgreSQL, MySQL, MS SQL Server, MS Access, Oracle, MongoDB

WORK EXPERIENCES

<i>Company</i>	Pi Securities <i>(A Securities and Exchange Brokerage firm registered with Stock Exchange fo Thailand)</i>
<i>Role</i>	Associate Director of Business Intelligence
<i>Duration</i>	Jan 2023 - Present
<i>Analytics</i>	AWS Quicksight, Rudderstack
<i>Languages</i>	SQL, Python
<i>Technology</i>	AWS Redshift, Ms SQL Server
<i>Responsibilities</i>	Currently I am leading the Business Intelligence team and assisting Head of Data with Project planning, task planning I am also designing the data lake and data warehouse design Also as the lead, I help coordinate with stakeholders regarding the requirements and business understanding. I also help prepare the documentation and knowledge documents in the team
<i>Company</i>	Kaidee.com <i>(An online classifieds platform)</i>
<i>Role</i>	Senior Data and Business Intelligence
<i>Duration</i>	Dec 2021 - Nov 2022
<i>Analytics</i>	Tableau,Data studio, Databricks, Redshift, Bigquery, Google Analytics 360, Supermetrics
<i>Languages</i>	SQL, Python

<i>Technology</i>	AWS Redshift, Google Bigquery, Google Analytics GA4 and UA Google Ads, Facebook Ads
<i>Responsibilities</i>	<p>Role involves analysing data of Google Analytics (GA4 and UA) to show the traffic and leads information generated on the web and app platforms. Also, data analysis of Google Ads and revenue sources generated from the Google Ads Network.</p> <p>In addition I have to prepare Tableau, Sisense dashboards for sales tracking and product features tracking.</p> <p>Data presentation, analysis from past data and customer trends.</p> <p>Manipulating datasets, modelling,</p>
<i>Company</i>	Space Next Door , Bangkok
	<i>(An online space aggregator with presence in Singapore, Bangkok)</i>
<i>Role</i>	Business Intelligence Manager
<i>Duration</i>	April 2021 - Nov 2021
<i>Analytics</i>	Tableau, Google Data Studio
<i>Languages</i>	SQL, R
<i>Technology</i>	AWS Redshift, HevoData
<i>Responsibilities</i>	<p>To deliver Dashboards monitoring the sales performance of the company. To design and build a scalable data framework for analytics.</p> <p>Responsible for setting up the Marketing dashboards, Occupancy dashboards using Tableau. I have also helped the tech teams in finding data errors and helped fix them. I have also created models that accumulated data automatically, incrementally on a daily basis.</p> <p>Data management was implemented to support the business for Thailand and Singapore.</p>
<i>Company</i>	Ascend Corporation Bangkok
	<i>(A multinational company in SEA, Leading e-Wallet services provider in Thailand and Cambodia, and Agent services in Cambodia, Myanmar, Philippines, Indonesia, and Vietnam.)</i>
<i>Role</i>	Business Intelligence and Data Management
<i>Duration</i>	July 2018 – March 2021
<i>Analytics</i>	Tableau, Google Data Studio, Shiny
<i>Language</i>	SQL, Python, R
<i>Technology</i>	Jenkins, Google cloud platform, Docker, Containers
<i>Responsibilities</i>	<p>Performing Business intelligence and data analytics for the Regional business taking care of Cambodia and Philippines markets.</p> <p>Responsible to collect and prepare weekly, monthly performance reports and distribute to senior management.</p> <p>Tasked with designing the data models and SQL scripts for data modelling. In consequence, also design the Tableau dashboard for reporting Wallet Performance, Customer behaviour, Wallet quality.</p> <p>Managing local countries BI staff and analysing requirements for local reporting. Communicating with tech and business departments for streamlined report delivery. Role also involves travelling to understand new business opportunities and business requirements.</p> <p>Decide the data discovery and data ingestion intervals for accurate Report delivery.</p>

Company TCS India : Royal Bank of Scotland England
Role Data Mining and Modelling
Duration May 2013 – December 2015
Responsibilities Data analysis and data mining. Fulfilling testing requirements with data from the data stores by building SQL queries.
Functional to technical translation of queries. Analysis of data warehouse. Extract transform and loading of datasets.
Design of data mart at testing side to capture appropriate data.

Company TCS India : Nationwide Building Society England
Role Mortgage Business Support
Duration June 2011 – April 2013
Responsibilities Enhancement of Cobol program as per approved functional requirement. Handling of specific user requirements for incorporating the changes as required. Changes were made LIVE using a change management tool. Providing the support of the system using the Computacenter's Service Desk. Managing the Team load by co-operating with on-site counterparts. Recruitment and evaluation of new resources. Training and work alignment of the team.

Company TCS India : Corus England
Role Application Developer and Support Engineer
Duration May 2010 – October 2010
Responsibilities Code development, maintenance, refactoring, and version control. Development and support of Manufacturing process batch.

Company TCS India : Hallmark Cards
Role Application Developer Engineer
Duration Feb 2009 – April 2010
Responsibilities Development of COBOL, JCL and SQL code for SAP Migration. Unit testing, and documentation of results.

English Scores

Ielts 7 / 10
Toeic 980

Personal Details

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Nationality Indian

Religion

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References

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PROJECTS

Analytics 1

“Prediction of Rice yield in Thailand”

This analytics project is based on rice yield of Thailand, with data from 77 provinces ranging over 25 years. There are 18 feature sets and an output yield set. The project involves analyzing performance of machine learning models viz., neural networks, decision trees, random forests, Naïves bayes, SVM. Subsequent task is to design and visualize the data features for analysis. Prediction of rice yield using synthetic data generation for future years.

Tech used: R Lang, Google sheets, Google data studio (GDS).

Master’s Thesis

“Intelligent churn prediction and retention system – A case of telecommunications company”

The purpose of this thesis is to develop dashboard for CRM personnel to view KPI of customer call detail records, Dashboard development with visualizations of plots, maps and OLAP for data analysis. A prediction functionality to predict status of customers. Decision tree prediction algorithm developed in R and web site developed in Shiny.

The study is a process of evaluating the various classification algorithms like Decision trees, Random Forests, Neural Networks and finding the most prediction model.

Tech Used: R Lang, R Shiny, Neural Networks, Naïve Bayes, Decision Trees, Random Forests, Support Vector Machines

Bachelor’s Project

“Design of MCP for Sinumerik 840D CNC”

The purpose of this project is to design a software implementation of the MCP (machine control panel) of the Sinumerik 840D CNC machine. The software MCP was designed in VB 6. It was a fail safe option in case the physical hardware malfunctioned. The software mcp communicated with the device over serial port with real time updates.

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