



# NATHAPHOB CHALOEIYAN

Customer Intelligence Manager

## About Me

I am a data analyst with a passion for insights by meeting user/customer needs, and create business value I have over 16 years of data experience working across multiple type of business.

## Personal Details

Date of Birth  
20-09-1984

Nationality  
Thai

Marital Status  
Single

## Contact & Social

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LINKEDIN  
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## References

Rapeephan Visityuthsart  
Head of Digital Data Analytic  
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## Skill

SQL, MS SQL, Google BigQuery  
Looker Studio, Tableau  
Power BI, MS Access, MS Excel  
MS PowerPoint, JAVA Coding

## Experience

**The Minor Food Group**  
**Thailand - Bangkok**  
**July 2022 - Present**

Customer Intelligence Manager

Design customer journey with campaign management team and brand team, provide RFM model, data scoring for suggest customer segment with brand, Visualize customer data in any angle and feedback brand every week.

**Central Department Store. (Head Office)**  
**Thailand - Bangkok**  
**May 2017 - June 2022**

Senior Customer Data Analyst Manager

Suggestion customer segment with CRM and Marketing team by customer behavior data, Pre and Post evaluate any campaign performance, Support data with Top management team, Merchandising, Marketing and Operation, work closely with The 1 team in path data pipeline or connect data partner.

**Boots Retail (Thailand). (Head Office)**  
**Thailand - Bangkok**  
**September 2015 - May 2017**

CRM and Data Analyst Manager

Support CRM campaign team with data and customer segment, work with Data team from UK to find insight support 4 main campaign journeys, Performance support management team.

**Data Analyst filed from October 2007 - August 2015**  
**Thailand - Bangkok**

SCB Life Assurance (Deputy Manager Product technology) Aug 2014 - Aug 2015

Brightstar (Thailand) (Supply Chain Analysis) Jun 2013 - Oct 2014

Siam Commercial Bank (Supply Chain Analysis) Sep 2012 - May 2013

Muang Thai Life Assurance (Data Analyst) Apr 2009 - Aug 2012

Prudential Life Assurance (Sales Analyst) Oct 2007 - Mar 2009

## Education

MBA Area of Concentration: Information & Communication Technology  
Mahanakorn University of Technology  
Thailand  
November 2010 - December 2012

Bachelor in Computer Science  
Sripatum University  
Thailand  
2May 2002 - May 2007