Songchard Sebastien Planet

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WORK EXPERIENCE

Mungmee E Commerce (Leading online Marketplace for modern traditional trade)   **Mar 2022 – Present**
Data Analytics Manager   *Bangkok, Thailand*
- Led a team of 2, built foundational data sets, data-marts & dashboards to monitor key conversion products – Pricing, Demand Planning, Marketing Analysis and Customer Segmentation.
- Led team in all analytical verticals.
- Manage strategic and marketing analytics, adding personalized data insights to reach under new financial model, resulting in over 150% additional app engagement and 75% direct increase in frequency of purchased.
- Built product adoption flowchart to identify untapped opportunities for users, analysis on funnel behavior and added specific analytics to create variable dimensions of users.
- Help defined google analytics event structure and naming conventions to track user interaction, worked closely with the Front-end team to implement them, and built dashboards to track key conversion steps.
- Identified quick win analyses for Commercial & Product, such as users' qualification of behavior for subscriptions tier recommendation, amount of sales engagement required for retention.
- Built an automated sales tools that performed routing optimization and rapprochement strategy.
- Created Inventory Analysis algorithm to predict next purchased of customers resulting in efficiency of sales team by 230% and 43% conversion rate.

Silicone Solutions (Startup that supplies high grade silicone and specialty projects)   **Jan 2019 – Mar 2022**
Data Analyst Lead   *Bangkok, Thailand*
- Support business in day-to-day analytical needs, ROI performance evaluations for our customers, identifying & presenting insights for new business opportunities – such as Expanding Into Hospital/Beauty and specialized implants.
- Created Customer Segmentation Dimension and Establish long term demand planning – provide actionable insights & drive recommendations to improve ROI.
- Work closely with Investors to satisfy end goal and created dashboards for all department.
- Led company into analytics that resulted in profitability in 7 months. Introduced QA methodology
- Drove end-to-end Geo-expansion plan for supply acquisitions by sourcing competitive produce.
- Led major automation projects, including Demand Analysis automation that shows potential customer pool that is linked with Google Analytics search.
- Led data analytics for all business verticals, managing/creation/sourcing of data. Build scalable database.

Integrity Thailand (Thailand Number Background Check Company)   **June 2018 – Dec 2018**
Research Analyst   *Bangkok, Thailand*
- Provided crawling method using Python to crawl mass datasets.
- Creating dashboards, convinced a culture into a data driven one.
- Identified problematic streamlining of data procedure that reduced workload of accounting team by 60%.
- Using Power Automate to generate payment transcripts and automated photo-fill large projects

Mahidol University (Southeast Asia's leading University and Publication)   **Aug 2017 – Jan 2018**
SPSS and Statistics Intern   *Bangkok, Thailand*
- Provided data needs, extraction, manipulation of raw data, report/dashboard creation for publication.
- Performed all biostatistics reports and certification of p-value.
- Analysis of confidence interval and research congruent paper that matches current research needs.

EDUCATION

Mahidol University   **Aug, 2017**
Bachelors of Science in Biological Statistics   *Bangkok, Thailand*
- Senior Project: Shrimp Reproduction Rate Analysis in Artificial Aquarium.

SKILLS & INTERESTS

- **Soft skills:** Strategic planning; Story-lining; Problem solving; Creative ideation; Critical thinking; Logical & rational thinking; Demand Planning, Strategic Pivoting; Building data driven culture, Analytics, Data-Driven decisions
- **Hard skills:** R; SQL; Google analytics; Python; Tableau; Jira; Miro; Power BI; BigData; Facebook Ads; SPSS;
- **Interests:** Table Tennis; Basketball Analytics; Valorant; Keyboard Building; Real Estate; Entrepreneurship; Web design
- **Languages:** English (Fluent), Thai (Fluent), Japanese (Beginner), French (Beginner).