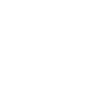
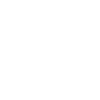
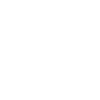
SkillsSkill

**081-890-5670**

**KRISADA SUYA**



[**mrkrisada@hotmail.com**](mailto:mrkrisada@hotmail.com)

 **935/2 Ladprao 101 Road Wangthonglang, Bangkok 10310**

**EDUCATION**

**M.Econ (Businss Economics)**

Kasetsart University 2010 – 2012

**B.Sc. (Agricultural Economics)**

Kasetsart University 1994 – 1998

**SKILLS AND KNOWLEDGE**

*Data Analysis*

*Data Visualization*

*Marketing Research*

*Net Promoter Score Analysis*

*RFM Analysis*

*Financial and Credit Analysis*

*Project Feasibility*

**TRAINING**

*Lean**Management*

*MS Excel for Business Data Analysis*

*Excel for Logistics and Supply Chain*

*Advanced Power BI in Data Modeling*

*Analyzing Data With Power BI*

*Database Concept (SQL)*

*Data Mining with Rapidminer*

*Financial and Capital Markets*

**PERSONAL DETAILS**

*DOB: 8 September, 1975*

*Age: 48 years of age*

*Height: 170 cm*

*Weight: 70 kg*

*Interest/Activities:*

*Akido, Swimming, Reading,*

**WORK EXPERIENCE**

A logo for a hotel

Description automatically generated with low confidence**La Vie Hotels & Resorts**

Business Analyst April 2023 – Present

To collect, analyze and research data for new project opportunities and supporting reports to the Head of SEA and the Business Director in order to achieve company goals.

**Duties:**

• Collecting and Analysis data related to a new opportunity including environment scanning, hospitality market, Comp set, etc.

• Conducting site visits to gain insight into the property information including location, neighborhood context, circulation, facilities, etc.

• Preparing the financial projection and presentation material in response to Requests for Proposals regarding new project opportunities.

A picture containing logo

Description automatically generated **Asia Diligence Co., Ltd.**

Research Analyst July 2022 – February 2023

Conducts background investigations on companies and individuals through internet to determine the existence of potential red flags to mitigate risk from third party.

**Duties:**

* Researching company information using search engine and offline data

sources including company profile, its principles, customers, competitors, and adverse information such as complaints, allegations, unethical and/or unprofessional business practices.

•Performing background investigations on individual information including professional background, adverse information through media checks such as fraud, bribery, complaints, conflict of interest etc.

•Analyzing information obtained during the research drawing logical and objective conclusions.

• Producing reports based on research analyzing and finding and other tasks as assigned.

3BB **Triple T Broadband PCL.**

Data Analyst (CRM&CEM) September 2020 – December 2020

To collect and analyze marketing and customer data to find out customers’ pain points to support management team to determine strategic decision making and action plan for improving customers’ satisfaction and keeping long relationship.

**Duties:**

• Collecting broadband data related on marketing and customer analysis from internal and external sources.

• Interpreting data into customer insights and providing recommendations.

• Working cross functions to create marketing strategies and action plan to achieve goal.

• Preparing reports based on analysis and presenting to management including Customer Satisfaction reports, Retention and Termination Reports, Rewards Redemption reports.

A blue and white logo

Description automatically generated **Kobelco Construction Machinery Southeast Asia Co., Ltd.**

Chief Officer, Business Intelligence Department February 2017 – January 2018

To provide insight market information to support management’s decision making in determining strategy to ensure competitiveness and drive business opportunity.

**Duties:**

• Supported sales reports by collecting, analyzing, and summarizing historical sales data for SEA region.

• Gathering market and industry situation, competitor movement and government’s policy to make a meaningful business analysis.

• Supported relative section including Sales, Logistics and Procurement teams with KPI reports as well as summarizing P&L report for monitoring and improving their performances**.**

• Maintain productive relationships with authorized dealers by supporting market data, marketing materials and factory tour.

 **Percepta Services (Thailand) Co., Ltd.**

Business Intelligence Analyst (Contract Staff) June 2016 – December 2016

To create various reports by extracting, collecting, analyzing, and summarizing the data collected from SAP and Cisco Systems used to monitor and evaluate key performance indicators for call center such as Abandonment Rate, Service Level etc.in order to improve and enhance customer satisfaction.

**Duties:**

• Extracting raw data from SAP and Cisco Systems to create performance reports including Agent Trace reports to assist team leader in monitoring and developing service standard and resolving customers’ concern.

• Conducting dealer performance reports including Open and Close cases, Customer Complaints etc. and updating the Test-drive status on the dashboard report to monitor on lead and sales conversion rate.

• Prepared and analyzed weekly reports and ad-hoc reports.

 **Department of Highways, Ministry of Transport**

Statistical Officer October 2014 - April 2015

Providing monthly reports to executive management for the monitoring of the performance of the bureau to ensure consistent performance in line with its policies.

**Duties:**

• Gathering and analyzing data for the bureau such as number of incoming and outgoing documents, employment and budgeting disbursements as well as producing summary reports including creating graphs, tables, and charts.

• Perform customers’ satisfaction survey by using SPSS package.

 **G4S Cash Solutions Co., Ltd.**

Sales Coordinator August 2012 – January 2013

Supported all the documents for the Business Development Division, coordinated with all the relative departments to ensure that all the service deliveries were met in line with customers’ requirements.

**Duties**

• Created quotations according to the customers’ requirement and prepare sales contract.

• Dealing with customers’ complaints and enquiries by phone and email.

• Producing sales performance reports by using Sales Force program.

• Providing effective administrative support and assisting in the maintenance of the customers’ database.