

PATTARAPHON (KENNY) WONGCHAMCHAROEN

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EDUCATION

University of California, Berkeley - College of Engineering

B.S. Industrial Engineering & Operations Research, B.A. Data Science

May 2026

GPA: 3.97

Relevant Coursework: Principles & Techniques of Data Science, Computational Structures & Data Structures, Linear Algebra & Differential Equations, Multivariable Calculus, Principles of Engineering Economics, Probability & Risk Analysis, Optimization

SKILLS & AWARDS

Technical Skills: Python, Java, SQL, MATLAB, HTML, Pandas, NumPy, Matplotlib, Seaborn, NLTK, Linear Programming

Tools: Tableau, CRM (Jira, Asana, Notion), Microsoft Suite (Excel, Word, PowerPoint, Power BI, Access), Adobe, Canva, Figma

Awards: Free-ride Scholarship for a 4-year high school in Singapore, by the Ministry of Education with a 1% acceptance rate.

EXPERIENCE

Expedia Group | Competitive Intelligence Analyst Extern

Seattle, WA | June 2024 – Present

- Analyze digital advertising trends in the travel industry, identifying emerging patterns through comprehensive consumer insights and data analysis of Net Promoter Score (NPS) & monitoring performance relative to the competition
- Assess ad revenue, market share, and current/future tools and capabilities of Expedia Group in the digital advertising landscape, leveraging Reporting Data and Management (RDM) for accurate reporting and dashboarding
- Conduct in-depth competitive analysis of major players in the travel industry, utilizing consumer research and insights to develop strategic recommendations for areas of investment in the digital advertising space

Xcube Capital | Product Development & Analytics Intern

Singapore | June 2024 – Present

- Work directly with the CEO to develop, conceptualize, and optimize a proprietary asset class, [Corporate Venture Portfolio Equities \(CVPE\)](#), along with a synergistic ecosystem of new Behavioral AI & SkillTech startups
- Employ advanced predictive analytics and Machine Learning modelling techniques to collect, analyze market data and forecast startups returns in order to inform strategic investment decisions through use cases and process flows
- Perform data scraping from (Jobs Times) and professional networks to analyze skill gaps and emerging career trends, in order to develop and implement models to forecast job demands in the HR Tech industry with 80% accuracy

MENTOR Global Consultant | Technical Product Management Intern

Berkeley, CA | January 2024 - April 2024

- Integrated AI with a 360-degree employee and customer survey insight tools and developed a go-to-market strategy to monetize it in the HR Tech industry, resulting in a 30% increase in data accuracy and a 20% reduction in processing time
- Utilize Python scripting and NLTK (Natural Language Toolkit) library to perform sentiment analysis on over 1,000 employee survey responses and create SMTP (Simple Mail Transfer Protocol) using Python's smtplib and schedule library to automate email reminders on resulting in a 90% increase in survey completion rate
- Manage and optimize the company's CRM database using SQL, creating complex queries to retrieve and analyze large datasets, ensuring data integrity, and generating detailed reports for strategic decision-making

GUESS INC. | Strategy Consultant

San Francisco, CA | August 2023 – December 2023

- Conducted in-depth research on key competitors and formulated actionable recommendations to expand GUESS's market share in the eco-conscious fashion industry by 10% through novel product development
- Collaborated with a team of consultants to identify environmentally friendly packaging companies that align with GUESS's ESG objectives, while preserving the brand's signature style and value proposition
- Collaborated with cross-functional teams to analyze supplier performance metrics and sustainability reports, assessing their operations and sustainability practices to achieve 20% operational efficiency gains

PROJECTS

Stock Prediction Model using Long Short-Term Memory, Linear Regression, and Sentiment Analysis | [GitHub](#)

- Applied advanced exploratory data analysis (EDA) using Pandas to extract and analyze financial data from Bank of America, CitiGroup, Goldman Sachs, JPMorgan, Morgan Stanley, and Wells Fargo from the Google Finance API
- Employed LSTM and linear regression to predict stock prices using data from Yahoo! Finance, with 85% accuracy
- Conducted sentiment analysis on Elon Musk's tweets to gain insights on their influences on TSLA prices
- Created a Streamlit dashboard to visualize stock prices, integrating prediction results for comprehensive insights

LEADERSHIP AND EXTRACURRICULARS

Institute of Industrial & System Engineers | Director of Programs & Events

Berkeley, CA | August 2023 – Present

- Coordinated 35+ events for 150+ attendees, boosting member engagement by 55%, fostering growth
- Managed cross-functional team to plan weekly events, fostering 250+ student and faculty relationships
- Coordinated budget of \$14,000+ with VP of Finance to fund events, distribute money, and optimize cost