PATTARAPHON (KENNY) WONGCHAMCHAROEN

+1 (510) 703-6076 | pattaraphon.kenny@berkeley.edu | Berkeley, CA, 94709 | [GitHub](#) | [LinkedIn](#) | [Personal Website](#)

EDUCATION

University of California, Berkeley - College of Engineering — **May 2026**
B.S. Industrial Engineering & Operations Research, B.A. Data Science — **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

Beats By Dre | *Data Analyst Extern* — Culver City, CA | June 2024 – Present
- Conducted EDA and comprehensive sentiment analysis on 1,000+ Amazon consumer reviews of Beats Pill speakers, scraped using Python Scrapy, uncovering key consumer behavior patterns and trend that informed product strategy
- Leveraged advanced NLP tools and Google's *Gemini* API to interpret and summarize Beats' customer feedback, achieving a 50% increase in data processing efficiency and enhancing actionable insights for future product development
- Developed and presented Beats' consumers insights through Tableau and Power BI dashboards, guiding brand building and competitive analysis for the speaker market, leading to a 20% improvement in market positioning strategies.

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 SkillTech market and competition data to forecast startups returns and inform strategic investment decisions through Tableau
- 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