

# Nadon Tungtakanpoung | Data Analytics

UK, Willing to relocate

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[Portfolio](#)

## Profile

I am a Mathematics with Statistics graduate who is now working in data analytics for a field marketing company. I am passionate in working with data and now pursuing a career in data analytics. My focus now is to develop my skills in the data field and deliver advance level analytics. I have good analysing skills, well-organised, hard working and enthusiastic to learn new skills and a great team member.

## Core Skills

- **Python:** EDA, Libraries (Pandas, NumPy, SciPy, Matplotlib, scikit-learn).
- **SQL:** Database maintenance, SQL Query designs, Temp table, CTE, Microsoft Access, MySQL.
- **Power BI:** Power Query, DAX, Data Modelling, Data Visualisation.
- **Excel:** Formulars(XLOOKUP, IF, etc), Pivot tables, VBA, Automations.
- **R:** EDA, R Packages(prcomp, kmeans, pca), Data Visualisatio, Statistical Modelling.

## Career Summary

Sep 2021 – Present

REL Field Marketing

Data and Reporting Executive

## Outline

REL is a field marketing agency working with branded manufacturers and retailers across multiple channels, specializing in FMCG and Technology. As part of the Data & Insight team, I work on delivering data analytics to key stakeholders; both producing and maintenance.

## Key Responsibilities

- |                                    |  |
|------------------------------------|--|
| • Data & reporting maintenance     | (Power BI, SQL, Microsoft Access)        |
| • Data & reporting automation      | (VBA, SQL, Microsoft Access, Excel)      |
| • Designing data capturing surveys | (SQL, Microsoft Access, Excel)           |
| • Data processing                  | (Power BI, SQL, Microsoft Access, Excel) |
| • Designing database query         | (SQL)                                    |

## Key Achievements

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| • Daily compliance report automation | (VBA, SQL, Microsoft Access, Excel) |
| • Weekly invoicing report automation | (VBA, SQL, Microsoft Access, Excel) |
| • Data process streamlining          |                                     |

July 2021

Clency Ltd

Digital Analyst Intern

## Outline

Clency offers a range of services including SEO optimisation, development, data migration and integrations. I worked in between two teams, Intelliscan and Digital marketing. I also have learnt to set up, analyse and generate analytics reports (via dashboard) from Google analytics and Hotjar.

## Key Responsibilities & Achievements

- Generate API requirements and specification reports. (Google Sheets)
- Working on Data capturing services (Google Analytics, Hotjar)
- Generate Analytics report from Data capture (Google sheets)

## Certifications

- **IBM Data Science Professional Certificate | Issued Dec 2022 | [Credentials](#)**  
I have achieved key competencies and honed hands on skills in Data Science and Machine Learning. Learners started with an orientation of Data Science and its Methodology, became familiar and used a variety of data science tools, learned Python and SQL, performed Data Visualization and Analysis, and created Machine Learning models. In the process they completed several labs and assignments on the cloud including a Capstone Project at the end to apply and demonstrate their knowledge and skills.
- **Google Analytics for Beginners | Issued July 2021**  
I have learned how to create an account, implement tracking code, and set up data filters. I also learnt how to navigate the Google Analytics interface and reports, and set up dashboards and shortcuts. The course has demonstrated how to analyse basic Audience, Acquisition, and Behaviour reports, and set up goals and campaign tracking.
- **Data Protection (Advantage Smollan) | Issued March 2023**  
As part of the company training, I have completed an E-Learning course which helps me understand more in the concept of Data protection, Data Security and Data Privacy.

## Education

- **BSc Mathematics with Statistics | University of Southampton | Oct 2018 – July 2021**  
I have developed a strong fundamental in Pure, Applied Mathematics and Statistics. My main focus was to work with data and develop the skills of Pre-processing, modelling, clustering and I identify data patterns and do analytics using R. I have also used python to do mathematical programming e.g. Algorithms and Optimization methods. For my final year project, I have implemented unsupervised learning with clustering on value added by economic activity in which I have achieved 68% on the final report and presentation.
- **A-Levels | St John's College, Southsea | Sep 2016 – July 2018**  
Mathematics, Further Mathematics, Physics
- **IGCSE | St John's College, Southsea | Sep 2015 – June 2016**  
Mathematics, English as a first language, Sciences(Double award), English as a second language

## Additional

### Personal projects

The codes for these projects can be viewed on [Github](#) and in my [Portfolio](#) webpage.

- [Covid data setup and querying in Microsoft SQL server](#): I have worked on setting up the database by loading the data from Excel to Microsoft SQL server and querying through it.
- [Binance trading bot](#): In this project, I have interacted with Binance API by using Pandas library(Jupyter notebook in development and Pycharm for implementing) and used bollinger bands as a trading strategy.
- [NBA 3 Point Impact Investigation](#): I created an interactive dashboard in Tableau to investigate the historical NBA 3 point data against offensive metrics. In this project I have worked on data cleansing in Excel and data visualisation in Tableau.
- [COVID 19 Data Visualization \(2020 - 2021\)](#): From the previous project ([Covid data setup and querying in Microsoft SQL server](#)) the data have been queried and exported into Excel for data cleansing and imported into Tableau for data visualization.
- [NBA Win Predictor Using Machine Learning Model](#) : The game data is pull using the nba\_api and then pre-processed then trained in several Machine Learning models in Python. As Decision Tree Yields the best result, it is chosen for implementation.
- [Power BI FIFA Data Exploration](#): In this project I have explored the FIFA player stats of year 2022 by using Power BI. Data cleaning and manipulations are done using Power Query and data visualization is then created in Power BI.

### Personal achievements

**Men's Plate Winner:** South Coast Summer Classic 2022 Basketball Tournament

**Men's Basketball Winner:** Samaggi Games 2023

**Silver Medal Men's Basketball:** Samaggi Games 2020

**Bronze Medal Men's Basketball:** Samaggi Games 2022