

Naphon Santisukwongchot

Profile summary

Student

Thammasat business school
Business administration : Finance
Aug 2017 - May 2021

Present

Associate account manager

N-Squared eCommerce, Bangkok
Oct 2021 - May 2023

Seeking a career transition into data science. Excellent understanding and proficiency of platforms for effective data analysis, including Excel, Python, R, and SQL. Strong communication, organizational and analytical skills.

Technical strengths

Business Intelligence :	Looker, Power BI, Tableau
Data Analysis :	Pandas, NumPy
Data Visualization :	Matplotlib, Seaborn
Machine Learning :	Scikit-Learn
Microsoft Office :	Excel, PowerPoint, Word
Programming :	Python, R, SQL

Skills

- ◇ Attention to Detail
- ◇ Collaboration
- ◇ Problem Solving
- ◇ Regression , Classification, Clustering
- ◇ Business Acumen
- ◇ Critical Thinking
- ◇ IELTS 6

SQL Query Challenge (1)

```
1 SELECT
2     product_line,
3     round(sum(unit_price * quantity), 2) AS total_sales
4 FROM sales
5 GROUP BY product_line
6 ORDER BY total_sales DESC;
```

Product_line	total_sales
Food and beverages	53471.28
Sports and travel	52497.93
Electronic accessories	51750.03
Fashion accessories	51719.9
Home and lifestyle	51297.06
Health and beauty	46851.18

Calculate the total sales for each category and sort the results from highest to lowest?

Food and beverages generated the highest sales, approximately 53k, while Health and beauty had the lowest sales, just under 47k.

SQL Query Challenge (2)

```
1 SELECT
2     city,
3     sum(quantity) AS total_units,
4     round(sum(unit_price * quantity), 2) AS total_sales
5 FROM sales
6 WHERE product_line = 'Electronic accessories'
7 GROUP BY city
8 ORDER BY total_sales DESC;
```

! City	total_units	total_sales
Naypyitaw	333	18065.69
Yangon	322	17444.87
Mandalay	316	16239.47

Calculate the total units sold and total sales of 'Electronic accessories' by city?

Naypyitaw recorded the highest units sold and sales, with 333 units and over 18k in total sales, followed by Yangon and Mandalay.

SQL Query Challenge (3)

```
1 SELECT
2     product_line,
3     min(total_units) AS min_total_units
4 FROM (
5     SELECT
6         product_line,
7         SUM(quantity) AS total_units
8     FROM sales
9     WHERE strftime('%m', date) = '03'
10         AND branch = 'A'
11     GROUP BY product_line);
```

! product_line	min_total_units
Fashion accessories	70

Find the category with the minimum total units sold in branch 'A' during the month of March?

Fashion accessories had the lowest total units sold in March, with 70 units.

SQL Query Challenge (4)

Calculate the difference in total sales of 'Sports and travel' between March and February?

There was a difference of approximately 5k in total sales between the two months.

```
1 WITH table_01 AS (  
2     SELECT  
3         product_line,  
4         SUM(CASE  
5             WHEN strftime('%m', date) = '03'  
6             THEN unit_price * quantity  
7             ELSE 0 END) AS total_sales_march,  
8         SUM(CASE  
9             WHEN strftime('%m', date) = '02'  
10            THEN unit_price * quantity  
11            ELSE 0 END) AS total_sales_february  
12     FROM sales  
13     GROUP BY product_line  
14 )  
15  
16 SELECT  
17     product_line,  
18     (total_sales_march - total_sales_february) AS diff  
19 FROM table_01  
20 WHERE product_line = 'Sports and travel';
```

product_line	diff
Sports and travel	5558.65

SQL Query Challenge (5)

Retrieve the rating at the 100th highest rank?

```
1 WITH RankedRating AS (  
2     SELECT rating, ROW_NUMBER() OVER (ORDER BY rating DESC) AS ranking  
3     FROM sales  
4 )  
5  
6 SELECT rating  
7 FROM RankedRating  
8 WHERE ranking = 100;
```

! rating

9.4

The rating at the 100th rank was 9.4.

Contact

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<https://github.com/naphon1999>

<https://www.datacamp.com/portfolio/naphon1999>

[https://drive.google.com/drive/folders/1-3x-Xmho0](https://drive.google.com/drive/folders/1-3x-Xmho03z5u3PA6VKZi2-nY90oixK?usp=sharing)

[3z5u3PA6VKZi2-nY90oixK?usp=sharing](https://drive.google.com/drive/folders/1-3x-Xmho03z5u3PA6VKZi2-nY90oixK?usp=sharing)

Data source

<https://www.kaggle.com/datasets/aungpyaeap/supermarket-sales?resource=download>

Certifications & Developments

Data Science Bootcamp 10 :

DataRockie

Data Analyst in SQL & Python :

DataCamp

Google Advanced Data Analytics :

Google

IBM Data Science:

IBM

Machine Learning :

DeepLearning.AI

Work achievement

- ◇ Achieve campaign sales target
- ◇ Completely release aging stock