

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.

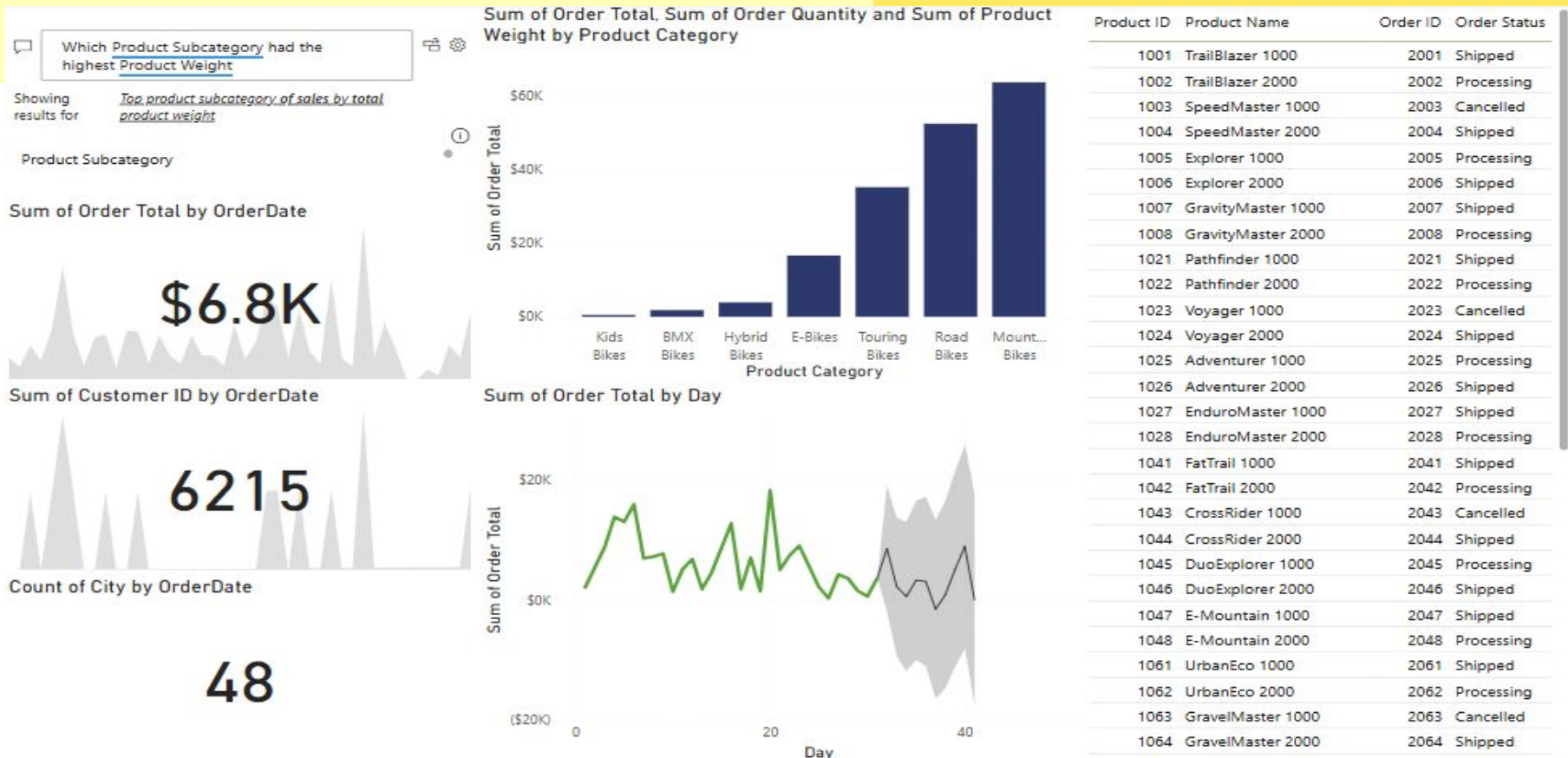
Technical strengths

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

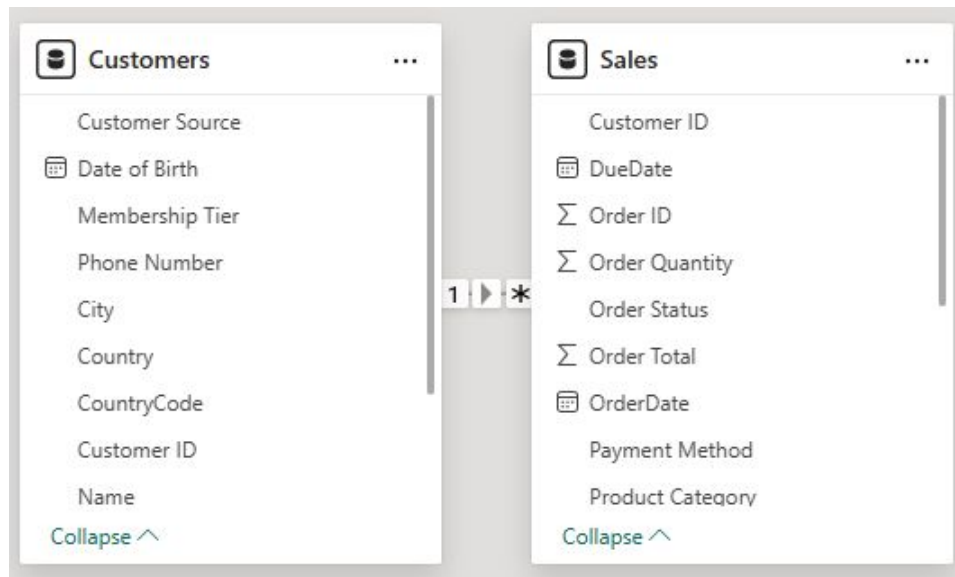
Skills

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

Power BI Dashboard



Data Schema



Data Table (1)

Customer ID	Name	Surname	Phone Number	Date of Birth	Membership Tier	Customer Source	City	StateCode	StateProvinceName	CountryCode
3001	Sophia	Anderson	555-123-4567	Tuesday, May 15, 1990	Silver	Website	Beverly Hills	CA	California	US
3002	Oliver	Johnson	555-987-6543	Saturday, September 21, 1985	Gold	Referral	Beverly Hills	CA	California	US
3003	Emma	Brown	555-567-8901	Tuesday, November 3, 1998	Bronze	In-Store	Bellflower	CA	California	US
3004	Liam	Davis	555-234-5678	Sunday, July 11, 1982	Platinum	Website	Bellflower	CA	California	US
3005	Ava	Taylor	555-876-5432	Friday, March 28, 1975	Silver	Email Campaign	Bellflower	CA	California	US
3006	Noah	Wilson	555-345-6789	Wednesday, December 7, 1994	Gold	Website	Bellflower	CA	California	US
3007	Isabella	Taylor	555-678-9012	Friday, June 30, 1989	Bronze	Referral	Berkeley	CA	California	US
3008	Sophia	Martinez	555-210-9876	Sunday, April 19, 1987	Platinum	In-Store	Beverly Hills	CA	California	US
3021	Ethan	Garcia	555-890-1234	Wednesday, February 14, 1996	Silver	Website	Burlingame	CA	California	US
3022	Mia	Robinson	555-543-2109	Monday, August 25, 1980	Gold	Email Campaign	Canoga Park	CA	California	US
3023	Lucas	Lee	555-456-7890	Monday, October 12, 1992	Bronze	Website	Los Angeles	CA	California	US
3024	Amelia	Lewis	555-901-2345	Monday, January 9, 1978	Platinum	In-Store	Los Angeles	CA	California	US
3025	Harper	Hall	555-123-4567	Thursday, April 3, 1997	Silver	Referral	Beverly Hills	CA	California	US
3026	Benjamin	Wright	555-987-6543	Sunday, September 18, 1983	Gold	Website	Los Angeles	CA	California	US
3027	Evelyn	Lopez	555-567-8901	Tuesday, December 25, 1990	Bronze	Email Campaign	Burlingame	CA	California	US
3028	Samuel	Perez	555-234-5678	Wednesday, June 7, 1972	Platinum	Website	Baldwin Park	CA	California	US
3041	Elizabeth	Miller	555-876-5432	Monday, March 22, 1999	Silver	Referral	Daly City	CA	California	US
3042	Alexander	Clark	555-345-6789	Friday, February 14, 1986	Gold	Website	Daly City	CA	California	US
3043	Sofia	Green	555-678-9012	Wednesday, November 28, 1984	Bronze	In-Store	Daly City	CA	California	US
3044	Michael	Martinez	555-210-9876	Thursday, July 1, 1993	Platinum	Website	Daly City	CA	California	US
3045	Abigail	Scott	555-890-1234	Monday, September 10, 1979	Silver	Referral	Daly City	CA	California	US
3046	Daniel	Sanchez	555-543-2109	Monday, May 6, 1991	Gold	Email Campaign	Baldwin Park	CA	California	US
3047	Charlotte	Smith	555-456-7890	Tuesday, August 2, 1988	Bronze	Website	Baldwin Park	CA	California	US
3048	Victoria	Anderson	555-901-2345	Tuesday, March 17, 1981	Platinum	In-Store	Escondido	CA	California	US
3061	Henry	Taylor	555-123-4567	Tuesday, June 13, 1995	Silver	Website	Escondido	CA	California	US

Data Table (2)

Product ID ▾	Product Category ▾	Product Subcategory ▾	Product Name ▾	Product Description ▾	Product Price ▾	Product Weight ▾	Product Size ▾
1001	Mountain Bikes	Cross Country	TrailBlazer 1000	Lightweight and versatile	\$1,200	25	M
1002	Mountain Bikes	Cross Country	TrailBlazer 2000	High-performance mountain bike	\$1,500	22	L
1002	Mountain Bikes	Cross Country	TrailBlazer 2000	High-performance mountain bike	\$1,500	22	L
1004	Road Bikes	Racing	SpeedMaster 2000	Premium racing road bike	\$2,100	16	L
1004	Road Bikes	Racing	SpeedMaster 2000	Premium racing road bike	\$2,100	16	L
1005	Touring Bikes	Long Distance	Explorer 1000	Comfortable and durable touring bike	\$1,300	27	M
1005	Touring Bikes	Long Distance	Explorer 1000	Comfortable and durable touring bike	\$1,300	27	M
1006	Touring Bikes	Long Distance	Explorer 2000	Advanced touring bike	\$1,600	24	L
1007	Mountain Bikes	Downhill	GravityMaster 1000	Rugged and durable downhill bike	\$2,200	29	M
1003	Road Bikes	Racing	SpeedMaster 1000	Agile and aerodynamic road bike	\$1,800	18	M
1004	Road Bikes	Racing	SpeedMaster 2000	Premium racing road bike	\$2,100	16	L
1005	Touring Bikes	Long Distance	Explorer 1000	Comfortable and durable touring bike	\$1,300	27	M
1006	Touring Bikes	Long Distance	Explorer 2000	Advanced touring bike	\$1,600	24	L
1007	Mountain Bikes	Downhill	GravityMaster 1000	Rugged and durable downhill bike	\$2,200	29	M
1008	Mountain Bikes	Downhill	GravityMaster 2000	Extreme downhill performance	\$2,500	27	L
1021	Mountain Bikes	Cyclocross	Pathfinder 1000	Agile trail bike for all skill levels	\$1,100	24	M
1022	Mountain Bikes	Cyclocross	Pathfinder 2000	High-performance trail bike	\$1,400	21	L
1023	Road Bikes	Touring	Voyager 1000	Comfortable touring road bike	\$1,700	20	M
1024	Road Bikes	Touring	Voyager 2000	Advanced touring road bike	\$2,000	18	L
1025	Touring Bikes	Adventure	Adventurer 1000	Durable bike for long adventures	\$1,500	28	M
1026	Touring Bikes	Adventure	Adventurer 2000	Premium adventure touring bike	\$1,800	26	L
1027	Mountain Bikes	Enduro	EnduroMaster 1000	Endurance-focused mountain bike	\$2,300	30	M
1028	Mountain Bikes	Enduro	EnduroMaster 2000	High-performance enduro mountain bike	\$2,600	28	L
1026	Touring Bikes	Adventure	Adventurer 2000	Premium adventure touring bike	\$1,800	26	L
1027	Mountain Bikes	Enduro	EnduroMaster 1000	Endurance-focused mountain bike	\$2,300	30	M

Contact

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<https://www.linkedin.com/in/naphon1999/>

<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://docs.google.com/spreadsheets/d/1Cm4YGaL9PTTrHcp5WVe6DZyvFTX8A3tu/edit?usp=sharing&oid=117644593066972829861&rtpof=true&sd=true>

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