

PEERAPAT TANCHAROEN

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Peerapat Tancharoen is a data scientist with 4 years of experience in the asset management company. Currently working at Kasikorn Asset Management, he uses data analytics to gain insights from customer data, enhance customer experiences, improve sales and marketing strategies, and drive business revenue. His expertise is backed by a master's degree in economics and extensive training in data science.

Skill set: SQL, Python, Machine learning, Power BI, Marketing, LLM

WORK EXPERIENCE

Manager, Corporate Strategy, Kasikorn Asset Management

Jul 2020 - Present

- Developed a *Predictive Model for a Tax-saving Fund*, focusing on cross-selling, upselling, and customer acquisition. The model identified key opportunities, enhancing the efficiency of sales and marketing efforts.
- Developed a *Clustering Model* to create customer segmentation for analyzing customer behavior, preferences, and purchasing patterns. This initiative enhanced customer engagement through personalized strategies
- Developed a *Social Listening Project* using web scraping technique to track customer sentiment and needs. This tool refined communication strategies and improved brand messaging
- Developed and maintained a *Customer Tracking Dashboard* integrating data for multiple products. This tool delivered real-time insights, empowering the sales team to monitor customer activities and enhance sales performance.
- Performed *Analysis on Specific Topics in Mutual Funds and Provident Funds*. These reports informed strategic decisions, helping tailor communication and marketing strategies.
- Developed a *Financial News Summarizer* using an LLM API to deliver concise, daily updates, streamlining access to relevant financial information.

Researcher, Thailand Development and Research Institute (TDRI)

Nov 2018 - Jun 2022

- Analyzed *Accessibility of Minibuses in Thailand* for route planning using spatial data analysis.
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EDUCATION

Master of Economics

Aug 2023

Thammasat University, GPA of 3.97

- Thesis on *Developing a Taxation System for Controlling Air Pollution from Automobile Use: A Case Study of the Bangkok Metropolitan Area*

Bachelor of Economics

May 2018

Srinakharinwirot University, GPA of 3.65 (1st class honor)

- Qualified as a top 10 team in *Economics Phetyot Mongkut National Competition*.
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TRAINING & AWARD

- Bootcamp: *M.A.D data science by KBTG (In-progress)*
- Online training: *Datacamp SQL & Machine Learning, Social listening with MANDALA*
- Award: *K Heroes 2023, KA Star 2023*