# PEERAPAT TANCHAROEN

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Peerapat Tancharoen is a business data scientist with 4 years of experience in the asset management industry. Currently working at Kasikorn Asset Management, he specializes in identifying business challenges and leveraging data analytics to enhance customer experiences, optimize sales and marketing strategies, and drive business revenue. He collaborates closely with various business units to deliver impactful solutions. His expertise is supported 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 tax-saving upselling, and 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.
- 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 Developement and Research Institute (TDRI)**          Nov 2018 - Jun 2022

- Performed *Analysis of Bus Accessibility in Thailand* using spatial data analysis.

## EDUCATION

**Master of Economics**                                                                                  Aug 2023

Thammasat University, GPA of 3.97

- Thesis: *Developing a Taxation System to Control Air Pollution from Automobile Use: A Case Study of the Bangkok Metropolitan Area* Using an Optimization Programming Technique.

**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*.

## TRAINING & AWARD

- Bootcamp: *M.A.D Data Science by KBTG*
- Online Training: *Datacamp - SQL & Machine Learning, Social Listening with MANDALA*
- Awards: *K Heroes 2023, KA Star 2023*