# SARACH SRIKLAB

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## Experience

**Minor Hotel**                                                                                                  Bangkok, Thailand
*Business Intelligence Analyst*                                                                       Feb. 2024 - Present
- Collaborated with stakeholders to gather and refine requirements, translating business needs into comprehensive data visualizations.
- Extracted and aggregated data from Amazon Athena (S3) using Presto SQL queries to ensure accuracy and relevance for dashboard creation.
- Developed and optimized Power BI dashboards with advanced DAX calculations and data modeling to provide actionable insights.
- Led the end-to-end design and implementation of key dashboards, including the Special Event Dashboard, Booking Window and Lead Time Dashboard, and Hotel Performance Dashboard.
- Enhanced data accessibility and decision-making processes by delivering intuitive, real-time visualizations tailored to various business units.

**Predictive**                                                                                                    Bangkok, Thailand
*Data Analyst*                                                                                            Jul. 2022 – Aug 2023
- Spearheaded the implementation of a measurement protocol process in the e-commerce sector, elevating data accuracy by aligning backend data with Google Analytics 4 (GA4). Achieved a flawless 100% accuracy rate, up from 80%.
- Leveraged diverse datasets from platforms like Google Analytics and other systems to conduct in-depth analyses of website performance, advertising campaigns, and user experience, delivering actionable insights to clients.
- Led the development, execution, and maintenance of key projects, producing detailed reports that provided valuable insights across the organization.
- Integrated advanced website tracking across multiple industries, including e-commerce, banking, real estate, and insurance, facilitating the collection and analysis of critical data on user behavior, preferences, and interactions.

## Project

**One Minor** (Power BI)
- Consolidated data from Europe, Australia, and Thailand into a single Power BI dashboard, streamlining management processes across three regions and enabling more efficient data-driven decision-making.
- Developed the 'Performance Quadrant' dashboard in Power BI, which tracks hotel performance against budget and previous forecasts. This tool allows management to quickly identify trends and outliers, ensuring timely interventions for underperforming properties.
- Integrated STR competitive data into the Power BI dashboard, allowing for comparison of each hotel's growth against competitors. This feature provided a broader market context, informing strategic decisions and benchmarking performance.
- Created a Power BI watchlist feature for underperforming hotels, prioritizing them for sales management review. This enabled focused investigations into revenue shortfalls, driving strategic actions to address underperformance.
- Designed a comprehensive revenue breakdown tool in Power BI, which analyzes revenue declines by booking source, market segment, and feeder market. This tool provided management with actionable insights, helping to target specific areas for revenue improvement.

## Skills

SQL, Python (Numpy, Pandas), BI tools (Power BI, Tableau), Google Analytics 4, Google Tag Manager, Presentation, Communication

## Education

**Thammasat University, College of Sirindhorn International Institute of Technology**                   Bangkok, Thailand
*Master of Engineering in Logistics and Supply Chain Systems Engineering*                               May. 2022

**Thammasat University, College of Sirindhorn International Institute of Technology**                   Bangkok, Thailand
*Bachelor of Engineering in Industrial Engineering*                                                    May. 2020