



SUPAKRIT NITITSOPON

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A passionate analyst who loves to find the key insights of improvement in terms of increasing profit, accelerating processes, and minimizing cost by using digital transformation technologies to unlock the bottleneck of human capability.

Education Background

Chulalongkorn University, Thailand, Master of Science in Finance

Jun 2023 - Present

King Mongkut's University of Technology Thonburi, Thailand, Bachelor of Engineering

May 2014 - Jun 2018

Awarded • AIM-HI Academic Research scholarship programme, National Chung Cheng University, Taiwan

• JASSO Project-based learning scholarship, Shibaura Institute of Technology, Japan

Work's Experience

Data Scientist Asst. Manager – Customer Insight and Analytics, AIA

Jul 2022 – Present

- Developed and maintained the Propensity to repurchase model, Predictive underwriting model, and Customer segmentation model used for executing marketing plans, limiting risk on claims, and guiding insurance product propositions.
- Initiated centralized customer insight DataMart and automated-marketing campaign performance tracking dashboard
- Analyzed customer behavior, business trends, and marketing campaigns to turn customer insight into actionable business strategies.

Analyst - Supply Optimization and Commercialization, Agoda

Sep 2021 – Jul 2022

- Designed and implemented an automation system to optimize supply-chain operations on global level with data insight monitoring dashboard using Python, Hadoop, Gitlab, SQL, Tableau
- Delivered A/B experiments along with several analyses to roll-out more than 50 campaigns globally

Data Scientist, Digital Consultant at Siam Cement Group Company (SCG Chemicals)

May 2019 – Sep 2021

• **AI for feedstock hedging decision**

- Developed predictive machine-learning algorithm to forecast the forward curve of feedstock and determine hedging strategies with end-to-end data visibility dashboard to operate risk and trading position which improved accuracy of decision-making by 76% and saved more than \$730k annually

• **PID reading using Artificial Intelligence in Smart HAZOP**

- Digitized Piping and Instrumentation Diagrams (PID) using advanced Image recognition which can recognize over 60 types of equipment and textual description (OCR) to improve the efficiency of the process by 93% and saved more than \$300k annually
- Created a commercialized application which expected to generate more than \$3.7M over the next 5 years

External's Experiences

Financial Advisor at FINNOMENA

Oct 2020 - Present

- Provided financial service to the clients based on individual financial situation including constructing a personalized financial plan, tax strategies, asset allocation, and retirement plan.
- Specialized in mutual funds product with the AUM over \$430k

Automotive Embedded system competition (AMAS-MBD), Toyota Tsusho Electronics, TESA, NIA

Jul 2016 - Feb 2017

- Designed automotive car with traffic light detection using MATLAB-Simulink design with the tailor-made image processing algorithm and control system to avoid obstruction and follow traffic regulations
- Achieved 1st championship award with the best overall performance and got a seminar scholarship at Nagoya, Japan

Seeds for the future program 2016 (ICT China study trip) Huawei Company, Shenzhen, China

Jul 2016 - Aug 2016

- Got a scholarship from Huawei selected from a pool of hundreds of top engineering students in Thailand to visit Huawei headquarter campus and study ICT future trend and technologies.
- Achieved 1st ICT pitching award in the topic of " Security for Mobile payment "

Industry and Academic in aspect of the 2015 Summer Program, University College Cork, Ireland

Jun 2015 - Jul 2015

- Studied intensive Business English course with the intercultural communication
- Participated industries and company visits to apply academic knowledge to real-life industry with EMC, and Blizzard Company.
- Organization committee for Irish-Thai Buddhist ceremony of Ireland
- Guest speaking at Embassy of Ireland in Thailand for sharing university's life and Irish culture.

Personal skills

Soft-skills : Problem-solving, Decision-making, Leadership, Teamwork, Project management, Fast learner, Empathy

Hard-skills : Business analysis, Business Intelligence, Machine Learning, Python, SQL, Azure, OCR, Git

Languages : Thai Native

English: Professional working proficiency, IELTS score 6.5/9, TOEIC score 855/990

Additional Certificate

Machine Learning Foundation Micro-Credential, Alteryx

May 2023

KPMG Data Analytics Consulting Australia Virtual Internship, Forage KPMG

Jan 2023

Statistics for Data Science and Business Analysis, 365 Careers

May 2022

SQL for Data Science, Coursera, University of California, Davis

Aug 2021

Transform Your Business with Dr. Deming, A.Stotz Academy

Nov 2020

Investment Consultant Complex 1&2&3, The Securities and Exchange Commission, Thailand

Sep 2020

Global Trends for Business and Society, Coursera, Wharton University of Pennsylvania

May 2020

Business Analytics for Decision Making, Coursera, University of Colorado Boulder

Apr 2020

Python for Financial Analysis and Algorithmic Trading, Udemy, Jose Marcial Portilla

Feb 2020

Data Analysis with python, Coursera, IBM

May 2019