Virasak Sokun

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Virasak joined EMC as Senior Business Analyst after graduated with a Master of Business Analytics from Deakin University, Australia. His previous work experience involved market study, project management, data analysis, and predictive analytics. He worked on multiple projects across a diverse range of industries including FMCG, technology, digital marketing, garment, real estate, ect. Virasak is committed in business intelligence, strategic development, and value-added digital transformation to support an industry.

Skills:	• Business Intelligence and Data analysis • Market research, focus group discussions (FGDs), and Key Informant Interviews (KIIs) • Programming language: Python, R • Data visualisation: Tableau, R (Interactive Visualisation) • Predictive analytics and data mining: statistical data analytics, machine learning, deep learning • Digital proficiency: Microsoft Office, Microsoft SharePoint, Microsoft Teams, Zoom • Graphic design: Adobe Photoshop, Adobe Illustrator
Project Experience:	• Market Sizing Project for Real Estate Industry in Cambodia • Market Survey for garment factories equipment providers • Financial Analysis, Total Addressable Market (TAM) for online grocery company target expatriates in Cambodia • Market Analysis, Premium Products in Cambodia • Real Estate Industry Research Project, Cambodia and International • Competitor's research and analysis project • Sports analytics, Players Performance Pattern Analysis, Australia • Rostering System Optimization, Ambulance Victoria, Australia • Social Listening Project, Australia
Career:	• Jan 2021 – Present: Emerging Markets Consulting (EMC), Senior Business Analyst • Aug 2020 – Nov 2020: CoronaNet Research Project, Research Assistant • Feb 2020 – Nov 2020: FlashFomo, Business Analyst • Nov 2017 – May 2018: STEM Cambodia Organization, Project Coordinator
Education:	• 2018 – 2020: Master of Business Analytics, Deakin University, Australia • 2012 – 2017: Bachelor of Economics, Pannasastra University of Cambodia, Cambodia
Key Achievements and Special Trainings	• Top 10 Finalist of the 2019 Global Analytics Competition - "The Exploration of relationship between air pollution and population" • Member of Golden Key International Honour Society based on top 15% academic achievement
Referees	• *(Available Upon Request)*