Ratchaneekorn Sroipetch

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PROJECTS

Customer Segmentation – Testing Project   **May 2023**
- Built visualization in **Power BI** to show the customer profiles segmented based on their behavior, sales of each segment, and product details to find insights for improving retail business, finding that 67% of total sales were potential loyalists and champions segment

Amazon Web Scraping – Personal Project   **Feb 2023**
- Scraped women's dresses data on Amazon via **Python**, **Selenium**, and **BeautifulSoup**, and collected them into CSV files for later analysis and visualizations

Pizza Restaurant Sales Data Exploration – Personal Project   **Jan 2023**
- Explored pizza restaurant sales via **PostgreSQL** to create a view for later visualizations

Superstore Exploratory Data Analysis – Personal Project   **Dec 2022**
- Explored insights to find a drawback to lead developing the superstore's higher profitability via **Python**, **Pandas Matplotlib**, and **Seaborn**, finding that determining improper discount affected losses

Customer Analysis – Personal Project   **Nov 2022**
- Built visualization in **Tableau** to show the customer profiles prospected to purchase each treadmill product

EDUCATION

Silpakorn University, Nakhon Pathom Thailand   **2018 – 2021**
- Master of Engineering – Chemical Engineering Major
- GPA: 3.82/ 4.00 **–** A Research Scholarship Students in the Department of Chemical Engineering, Faculty of Engineering and Industrial Technology, Silpakorn University

Silpakorn University, Nakhon Pathom Thailand   **2014 – 2018**
- Bachelor of Engineering – Chemical Engineering Major
- GPA: 2.74/ 4.00

EXTRACURRICULAR ACTIVITIES

Teacher Assistant   **2018 – 2020**
- Unit Operation Laboratory – Coached and recommended laboratory equipment usability for students in the Department of Chemical Engineering, Faculty of Engineering and Industrial Technology, Silpakorn University
- Modeling & Simulation Laboratory – Advised how to code for students in the Department of Chemical Engineering, Faculty of Engineering and Industrial Technology, Silpakorn University

INTERNSHIP EXPERIENCE

TOA Performance Coating Corporation Co., Ltd., Samut Prakan Thailand   **May – Jul 2017**
Chemical Engineer
- Monitored the industrial paint manufacturing machines' run time and recorded them to diagnose the cause of production delays

MISCELLANEOUS

- Languages — Thai (Native), English (Intermediate)
- Computer Skills — Python (Numpy, Pandas, Matplotlib, Seaborn), Power BI, Tableau, PostgreSQL, MATLAB, Excel (Conditional Formatting, Pivot Tables)
- Certifications — Career Essentials in Data Analysis by Microsoft and LinkedIn, Data Analyst in SQL [DataCamp]
- Interests — Data Analytics, Website building, Singing, Game