WARISARA (PRIM) CHANTHARAPHUMEE

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Motivated and detail-oriented aspiring Data Analyst with a background in psychology and consumer insights — driven by a belief in the power of data analytics to understand consumer behavior and inform better decisions. Recently completed a Diploma of IT in Sydney and now based in Thailand. Previously worked as a Consumer Insight Analyst at a Thai social commerce platform with over 3.7 million downloads and 300,000 monthly users.

Self-taught in SQL, Power BI, and Tableau with practical experience through personal projects, including dashboards on personal finance and consumer behavior. Eager to apply these skills in real-world business settings — especially in industries like consumer research, e-commerce, digital platforms, online marketplaces, or mobility and lifestyle tech.

_____Key Skills Summary_____

- Experience in conducting primary research, design survey questionnaires and creating focus group discussion guides to identify key pain points on social media platforms and a social commerce application.
- Skilled in market research and analysis, including data collection, mining, interpretation, visualization, and applying frameworks such as SWOT and TOWS.
- Intermediate skills in data analytics and visualisation tools i.e. SQL, Power BI, Tableau, SPSS and knowledge of R and Python.
- Proficients skills in MS Excel (Pivot table, Data validation and other complex functions) and other MS suite of applications (Word, Powerpoint).
- Exposure to web development (HTML, CSS, Javascript (Basic), XML, GitHub, VS Code).
- Empathetic active listener with a background in psychology and research, focused on understanding business through the lens of customer experience.
- Self-taught online certifications in data science and web development.

_____Relevant Professional Experience _____

Shobshop Media Co., Ltd. (Bangkok, Thailand)   Sep 2020 - Jul 2022

Consumer Insight Analyst, Marketing Analytics Department

Shobshop is Thailand's premier social commerce platform, to provide advertising service and online application marketplace to bridge social media and e-commerce seamlessly to enable customers to discover and purchase quality products at bargain prices. Responsibilities were:
- Conducted primary research by designing survey questionnaires and focus group discussion guides to enhance Shobshop application usage — with insights shared across cross-functional teams to support future product improvements.
- Collaborated and work closely with the CMO and functional teams to develop research and analytical reports for brand repositioning including brand value proposition
- Initiated and developed research methodologies to identify critical business problems and streamline relevant teams in improving engagement performance and business efficiency

Sumitomo Mitsui Auto Leasing And Service (Thailand) Co., Ltd (Bangkok, Thailand)   Mar 2019 - Sep 2019

Service Planning Staff

Sumitomo Mitsui Auto Leasing And Service is to provide auto leasing, maintenance management service, fee management service and mobility service business. Responsibilities were:
- Analysing auction results and reports to identify market trends of vehicles for enhanced and improved company's gain and loss.
- Facilitating effective communication with clients and team members to arrange vehicle returns
- Coordinated with partners and clients to assess vehicle damage and manage the selling vehicle process through auctions

Diploma of Information and Technology   Jul 2023 - Jan 2025
Strathfield College (Sydney, Australia)

DataCamp (Online Course)   Jan 2023 - Current
- Certificate for completing Intro to PowerBI, Data Visualisation in PowerBI, DAX in PowerBI
- Certificate for completing Intermediate SQL, Data Analysis in SQL
- Certificate for completing Intro to Statistics, Intro to Python

Coursera (Online Course)   Jul 2021
- Certificate for completing the first module of Google Data Analytics Certification Course - Foundations: Data, Data, Everywhere

                                                                        Jul 2014 - Jun 2018
Bachelor of science in psychology (second-class honour)
Chulalongkorn University (Bangkok, Thailand)
- GPA 3.26
- Effect of Task Crafting on Working Motivation: Self-report and Physiological Measures Research (1 month)

- **Pizza Sales Dashboard (SQL + Tableau) | *Data Tutorials (YouTube)***   2025
  - Analyzed pizza sales data to uncover sales trends and top-performing items.
  - Used MSSQL for querying and Tableau for interactive visualizations.
- **Industry Carbon Emissions (SQL) | *DataCamp***
  - Applied grouping, filtering, and subqueries to uncover trends in national and regional debt burdens.   2024
  - Identified top-emitting sectors and countries by product carbon.
- **International Debt Trends (SQL) | *DataCamp***
  - Analyzed global debt-to-GDP data across countries to identify economic risk patterns.
  - Used SUM, COUNT(DISTINCT), GROUP BY, and ORDER BY to find countries with the highest debt and lowest repayment ratios.
- **Sydney Living Expense Dashboard (Power BI) | *Personal Project***   2024
  - Tracked and visualized 8 months of living expenses in Sydney.
  - Built interactive dashboards showing trends by month, weekday, and category.
  - Used DAX to calculate average spend per day/week.

                                                                              2024

Portfolio of all projects available at: primwarisara.com

Interests: Reading (Investment, Money management, mindset, manifestation), Technology and blockchain (participated as an ambassador to visualise project information for community awareness), Games (Battle Royale Strategy, Life/Community simulation)

Languages: Thai (Native), English (Conversational) | TOEIC: 805

Computer/Programming Skills: SQL, PowerBI, Tableau, SPSS, HTML, CSS, Javascript (Basic), VSCode, XML