

WARISARA (PRIM) CHANTHARAPHUMEE

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Objective: Curious, self-taught data analyst with a psychology background and experience in insights. Passionate about using data to solve problems, uncover opportunities, and grow through hands-on experience.

EDUCATION

Diploma of Information Technology
Strathfield College (Sydney, Australia)

Jul 2023 - Jan 2025

Bachelor of science in psychology (second-class honour)
Chulalongkorn University (Bangkok, Thailand)

Jul 2014 - Jun 2018

- GPA 3.26
- Effect of Task Crafting on Working Motivation: Self-report and Physiological Measures Research

KEY SKILLS SUMMARY

- Analysis: Market research, survey design, consumer insight, data interpretation and visualization
- Tools: MS SQL, SQLite, Power BI, Tableau, SPSS, Excel, GitHub
- Programming Skills: SQL, Python (pandas, matplotlib, seaborn), HTML, CSS, Javascript (Basic), VSCode, knowledge of R
- Soft skills: Empathetic listener, user-centered thinker, research-driven problem solving, adaptive and collaborative
- Language: Thai (Native), English (Conversational) | TOEIC: 805

RELEVANT PROFESSIONAL EXPERIENCE

Shobshop Media Co., Ltd. (Bangkok, Thailand)

Sep 2020 - Jul 2022

Consumer Insight Analyst, Marketing Analytics Department

- Designed surveys to uncover user behavior, gaps, and opportunities.
- Delivered weekly reports with visual insights to benchmark engagement across content categories against competitors.
- Synthesized quantitative and qualitative data into actionable recommendations to support business goals.

Sumitomo Mitsui Auto Leasing And Service (Thailand) Co., Ltd (Bangkok, Thailand)

Mar 2019 - Sep 2019

Service Planning Staff

- Analyzed auction reports to identify vehicle market trends and optimize valuation strategies.
- Managed vehicle return and inspection processes to streamline internal operations.
- Coordinated vehicle assessments and auction scheduling with clients and partners.

PROJECT-BASED LEARNING

Job market & Salary analysis (Python for Data Analytics) | [View Project](#)

June 2025

- Practiced data wrangling, cleaning, and data visualization using pandas, seaborn, and matplotlib on real-world job listings to explore in-demand skills and salary trends.

E-Commerce Sales Dashboard (Power BI + MS SQL Server) | [View Project](#)

May 2025

- Built Power BI dashboard with KPIs, YoY growth, and business insights by region, product, and shipping type.

TATA Group Data Visualisation: Empowering Business with Effective Insights | Forage

April 2025

- Created dashboards to address CEO/CMO business questions and identified bundling opportunities and peak sales months through data exploration.

Pizza Sales Dashboard (SQL + Tableau) | Data Tutorials (YouTube) | [View Project](#)

April 2025

- Used MS SQL and Tableau to analyze pizza sales trends and top-performing items.

Portfolio of all projects available at: primwarisara.com

CERTIFICATES

DataCamp (Ongoing)

Jan 2023 - Current

- Power BI: Intro to Power BI, Data Visualization, DAX
- SQL: Intermediate SQL, Data Analysis in SQL
- Other: Intro to Python, Intro to Statistics

Coursera – Google Data Analytics

Jul 2021

- Foundations: Data, Data, Everywhere