Peerawut (Pete) Phuaphan

930-8 Hillsdale Ave E, Toronto, Canada, M4S 0B2

peerawut.p@outlook.com | +1 (647) 913-5248 | LinkedIn.com/in/peerawutp

Profile

A Business Insights and Analytics postgraduate student with experience in system engineering and digital marketing, actively seeking opportunities in data engineering, machine learning engineering, or analytics engineering, aims to leverage comprehensive knowledge and skills in data engineering tools such as SQL, Python, AirFlow, Databricks, Snowflake, dbt, and cloud platforms like AWS and GCP, along with hands-on experience in data analytics, particularly predictive analytics and machine learning. A team player and self-motivated, successfully initiating and completing several personal projects in data engineering and pipeline development, committed to using systematic problem-solving approaches to creating continuous improvement processes for automated data pipelines with high data quality and consistency that adapt to real-world data and foster empirical learning to deliver actionable business insights.

- Experience in ETL processes showcased in extracting data, building data pipelines with Git version control for analysis as evidenced in dbt Data Transformation Project - Canada Inflation Indicators.
- Skilled in Python for machine learning, evidenced through the development of a web dashboard that uses ML to predict housing prices and Spaceship Titanic Kaggle competition.
- Experience in integrating modern data technologies, as shown by the implementation of OpenAI with a vector database for Retrieval Augmented Generation in the Interactive Resume AI project.
- Ability to take initiative and complete tasks, evidenced by independently developing a personal portfolio website at peerawut.me and developing a diverse range of projects on GitHub.

Education

Ontario Graduate Certificate, Business Insights and Analytics   **May 2023 - Dec 2024(expected)**

Humber Institute of Technology and Advanced Learning

Relevant courses : SQL, Python, Machine Learning, Business Intelligence, Predictive Analytics

- Utilized Python to analyze the financials of major retail chains, focusing on balance sheets and income statements. Compared key figures and presented findings through clear visualizations, acclaimed for transforming complex data into understandable insights, achieved a 95% score.
- Efficiently extracted retail data using SQL from Google BigQuery, then applied quantitative statistical methods using Python to analyze it, incorporating ANOVA hypothesis testing and Pearson correlation. This meticulous approach unearthed significant insights from complex datasets.
- Developed a Python-based data pipeline for cleaning and preprocessing job market data, then analyzed using SQL. This approach resulted in insightful analysis and contributed to achieving a remarkable 90% score in the Big Data course, showcasing practical skills in data manipulation and analysis.

Work experience

Online Media Data Analyst   **Aug 2019 - Jan 2023**

GMM, Bangkok, Thailand

- Implemented and optimized ads tracking systems on cloud platforms, integrating multiple data sources to substantially improve campaign measurement and reporting capabilities.
- Conducted comprehensive and ongoing A/B testing to optimize advertising strategies, diligently monitoring key performance metrics. This targeted approach directly contributed to a significant 15% increase in campaign revenue.
- Analyzed online advertising campaign performance, translating complex performance metrics into actionable insights that significantly enhanced campaign ROI through informed decision-making.