

CHAWWAT JUNDEE

ANALYTICS ENGINEER | DATA ENGINEER | BI ARCHITECT

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Portfolio: <https://portfolio.srv1130108.hstgr.cloud>

PROFESSIONAL SUMMARY

Analytics Engineer and BI Architect with 20+ years in IT and 8+ years designing production-grade data systems. Experienced in building end-to-end pipelines from raw multi-source data through ETL, PostgreSQL schema design, Power BI modeling, and automated delivery to stakeholders. Hands-on with Docker, n8n, REST APIs, Python, and cloud infrastructure. Reduced manual reporting by 70–90%; engineered forecast models cutting prediction error from 16% to 0.88%; deployed production analytics platforms supporting 500+ users across 100+ dashboards.

WORK EXPERIENCE

Data Analyst Manager (Analytics Engineer) | Silkspan Public Company Limited (Insurance Broker & Financial) July 2025 – Present

Data Pipeline & ETL Architecture

- Architected company's first data system from scratch — replaced 100% Excel-based operations with modern BI stack covering ingestion, ETL, modeling, and automated delivery to executives
- Built multi-source ETL pipeline: relational Database, REST API, SharePoint, AWS system, n8n Automate — integrated Facebook Ads Lead Model (Life & Car Insurance) resolving timezone, Campaign ID parameters, and Dev/DBA data discrepancies
- Diagnosed and resolved Power BI Gateway refresh collision with SQL Delete/Update cycle (08:00 vs 08:15–08:45); restructured pipeline timing to eliminate data loss

Power BI Data Modeling & Dashboard Engineering

- Built 100+ Power BI reports with advanced DAX measures, Power Query transformations, and optimized data models supporting 500+ users; reduced reporting from 3 days to ~10 minutes (70–90% reduction)
- Modeled complex insurance datasets: KP Premium tracking, Sales vs Product matching, SLA compliance, Lead conversion funnels across 4 Facebook Ad accounts; configured Power BI Service cloud, Gateway, and scheduled refresh

Forecast Modeling & Statistical Engineering

- Engineered Dynamic Factor Forecast Model (Day 1–20): optimal working-day adjustment factors from historical actuals — reduced overall %Forecast Error from 16% to 0.88%; implemented in DAX, deployed org-wide from 1 April 2026

KPI & Automated Alerting System

- Defined KPI schema for Sales, Marketing, Finance, CRM, HR; implemented DAX-based threshold conditions in Power BI; built automated alert: Power Automate → Power BI Dataset (Execute Query API / DAX) → LINE Notify + Email; Phase 2: Action Tracker with owner assignment and status flow

AI Integration & Automation

- Integrated AI Builder and Claude AI for automated insight generation and executive recommendation reports per department; built AITI — AI-powered lead segmentation model with automated scoring and reporting pipeline
- Built an LLM-powered HR recruitment screening pipeline (Claude API): region-weighted rubric scoring, PDPA anonymization, SHA-256 do-not-rehire hash matching, and inference rules for ambiguous resume context

Data Analyst / Radio Statistic & Analysis | Advanced Info Service Public Company Limited (AIS) 2023 – July 2025

- Built CX Dashboard: Customer Experience, Segmentation, SIM Port-out — multi-channel analytics (FCR, 1st Tier, Radio, myAIS, Aunjai Bot); designed NFF-reduction algorithm; automated complaint workflow
- Appointed by the Head of Nationwide as a Data Steward within the company's 130-person Data Governance Working Group, accountable for Network data quality and control across the Engineering organization

Data Engineer & Analyst / BSS Technical & Statistic | Advanced Info Service Public Company Limited (AIS) 2019 – 2023

- Verified statistical formulas and database templates for BSS reporting; assessed new network technology impacts with vendors; contributed to network performance data pipeline development

Engineer Specialist / Radio Planning & Senior Engineer / Radio Optimization | Advanced Info Service Public Company Limited (AIS) 2005 – 2019

- Managed planning budgets, 4G/5G coverage strategies, ROI optimization; nationwide statistical network monitoring and parameter tuning

TECHNICAL STACK

Languages	SQL (Advanced — PostgreSQL, MySQL, MS SQL Server), Python (Pandas, psycpg2), JavaScript / TypeScript, R
Data Engineering	ETL Pipeline Design, n8n Automate, Power Automate, REST API Integration, Multi-source ingestion (DB, API, SharePoint, AWS)
BI & Visualization	Power BI (DAX, Power Query, Data Modeling, Gateway, Service, Cloud), Metabase, Tableau, Tibco
Database	PostgreSQL 16 (schema design, triggers, materialized views, JSONB, window functions), MySQL, MS SQL Server, DBeaver
Infrastructure	Docker, VPS / Linux (Ubuntu 24.04), Traefik (reverse proxy / SSL), Cloud VPS
AI & ML	AI Builder, Claude AI Integration, Lead Model Analytics, Dynamic Factor Modeling, Anomaly Detection
Web / App	Next.js 14 (App Router, API Routes, TypeScript), Tailwind CSS, Puppeteer (PDF/PNG export)
Automation	n8n Automate (HTTP, webhook, schedule, condition nodes), Power Automate, UiPath (RPA), LINE API

CORE COMPETENCIES

End-to-End Pipeline Architecture (Ingestion → ETL → Modeling → Delivery) • PostgreSQL Schema Design (raw/fact/mv/inventory) • Power BI DAX Engineering & Data Modeling • Forecast Model Calibration & Statistical Error Reduction • KPI Framework Design & Threshold Logic • Automated Alert & Notification Systems • Multi-source API Integration • Docker Containerization & Production Deployment • Root Cause Analysis & Pipeline Debugging • AI-Augmented Analytics

PRODUCTION PROJECTS (INDEPENDENT)

- P&L E-Commerce Analytics Platform** | *Owner & Architect* | 2025–Present
- Full-stack production system: Next.js 14 + PostgreSQL 16 + n8n Automate + Metabase + Traefik on VPS (Docker); PostgreSQL schema: raw → fact → mv (materialized views) → inventory layers
 - ETL pipelines for 3 platforms (Shopee, Lazada, TikTok Shop); ON CONFLICT upsert logic; trigger-based auto-sync; automated daily P&L email (08:00) via n8n + Gmail API; ODS Payment Voucher export (Python + odfpy)
- Website & Report System** | *Owner & Developer* | 2025–Present
- Next.js + PostgreSQL (JSONB) + Traefik Basic Auth; Puppeteer PDF → pdftoppm 1800×1200px PNG @300 DPI export pipeline; REST API (GET/POST/PUT/DELETE); Docker with Chromium + Poppler-utils
- End-to-End AI Chatbot Agent for E-Commerce** | *Owner & Developer* | 2025–Present
- Claude AI Agent orchestrated via n8n workflow automation (11-node pipeline) + PostgreSQL; multi-modal input handling (text/image/Excel) through messaging webhook; self-monitoring layer reports live workflow health and execution history

EDUCATION & CERTIFICATION

Master of Business Administration (Marketing) Srinakharinwirot University	2012 – 2014
Bachelor of Engineering King Mongkut's Institute of Technology Ladkrabang (KMITL) <i>Top 10 admission score in the Faculty of Engineering, full scholarship through graduation</i>	2002 – 2005
Microsoft Certified: Azure AI-900 Microsoft Corporation	Certified