

CHAWWAT JUNDEE

DATA ANALYST MANAGER | BUSINESS INTELLIGENCE LEADER

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

PROFESSIONAL SUMMARY

Results-driven Data Analyst Manager with 20+ years in IT and 8+ years in business intelligence and analytics. Proven track record building end-to-end data systems from scratch — replacing Excel-based operations with modern BI stacks — designing company-wide KPI frameworks, and delivering AI-powered insights to C-level executives. Expert in Power BI, ETL pipelines, forecast modeling, and automation. Reduced reporting cycles from 3 days to 10 minutes; reduced forecast error from 16% to 0.88%; supported 500+ users across 100+ dashboards.

WORK EXPERIENCE

Data Analyst Manager | Silkspace Public Company Limited (Insurance Broker & Financial) *July 2025 – Present*

End-to-End Data System Design

- Built company's entire analytics system from zero — previously 100% Excel-based — covering ingestion, ETL, data modeling, dashboarding, AI analysis, and executive insight delivery
- ETL multi-source pipeline: Database, API, SharePoint, AWS system, n8n Automate — integrated Lead Model (Facebook Ads, Life & Car Insurance) resolving timezone, Campaign ID, and parameter mismatches end-to-end
- Diagnosed and resolved Power BI Gateway refresh collision with SQL pipeline (08:00 vs 08:15–08:45); redesigned schedule to eliminate data loss

Dashboard & Business Intelligence

- Developed 100+ Power BI reports supporting 500+ users across all departments; reduced reporting time by 70–90% (3 days → ~10 minutes)
- Dashboard: OR Project Performance Monitoring (PTT Blue Plus+ Privilege x SILKSPAN) — real-time partner tracking
- Dashboard: SILKSPAN Academy — employee training and course completion monitoring
- Dashboard: KP Sales vs Product Matching — insurance alignment analysis, presented to Board, deployed org-wide from 1 April 2026

Forecast Model Design

- Engineered Dynamic Factor Forecast Model (Day 1–20): reduced overall %Forecast Error from 16% → 0.88%; approved by Board of Directors

KPI Framework & Executive Monitoring

- Defined company-wide KPI framework for all departments: Sales, Marketing, Finance, CRM, HR — with targets, thresholds, and tracking cadence; built executive Board dashboard
- Designed KP anomaly detection system with automated alert pipeline: Power Automate + Power BI Dataset → LINE Notify + Email; Phase 2: Action Tracker with owner assignment

AI & Automation

- Built AITI — AI-driven analytics system with Lead Model segmentation and automated recommendation reports delivered per department to executives
- Integrated Claude AI and AI Builder to accelerate insight generation and reduce manual analysis effort
- Built an LLM-powered HR recruitment screening system (Claude API) with region-weighted rubric scoring, PDPA anonymization, and SHA-256 do-not-rehire matching — HR retains final decision authority

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

- Built CX Dashboard: Customer Experience, Segmentation, SIM Port-out analysis across FCR, 1st Tier, Radio, myAIS, Aunjai Bot channels
- Designed KPI 2025 for Radio complaint handling; developed NFF-reduction algorithm; automated complaint-handling workflow
- Appointed by Head of Nationwide as Data Steward (130-person Data Governance Working Group) for Network data quality across Engineering

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 and tested new network technology impacts with vendors

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

- Managed planning budget, 4G/5G coverage strategy, and ROI optimization for nationwide mobile network operations

TECHNICAL SKILLS

BI & Visualization	Power BI (DAX, Power Query, Data Modeling, Gateway, Service), Metabase, Tableau, Tibco
Database	PostgreSQL, MySQL, MS SQL Server, DBeaver — schema design, triggers, materialized views
Data Engineering	ETL Pipeline Design, n8n Automate, Power Automate, REST API Integration, AWS (Basic)
Programming	Python (Pandas, psycopg2), JavaScript / TypeScript (Basic), R (Basic)
Cloud & Infrastructure	Docker, VPS / Linux (Ubuntu), Traefik, SharePoint Integration
AI & Analytics	AI Builder, Claude AI, Lead Model Analytics, Dynamic Forecast Modeling, Anomaly Detection
Automation	Power Automate, n8n Automate, UiPath (RPA), LINE Messaging API
Productivity	Excel (Advanced — Pivot, Power Query), QGIS, Next.js (Basic)

CORE COMPETENCIES

End-to-End Data System Design • BI & Dashboard Development (100+ reports, 500+ users) • Forecast Model Calibration • Company-Wide KPI Framework Design • ETL & Multi-Source Integration • AI-Powered Automated Insight Delivery • Executive & Board-Level Presentation • Process Automation (70–90% time reduction) • Anomaly Detection & Root Cause Analysis

NOTABLE INDEPENDENT PROJECTS

- P&L E-Commerce Analytics Platform** | Owner & Architect
- Full-stack production platform: Next.js + PostgreSQL 16 + n8n Automate + Metabase on VPS (Docker); ETL for 3 platforms (Shopee, Lazada, TikTok Shop); automated daily P&L email and inventory system with ODS export
- Website & Report System** | Owner & Developer
- Web app for professional gem identification reports: Next.js + PostgreSQL (JSONB) + Puppeteer PDF → 300 DPI PNG export; Docker deployment with Traefik Basic Auth
- End-to-End AI Chatbot Agent for E-Commerce** | Owner & Developer
- Claude AI Agent + n8n workflow automation (11 nodes) + PostgreSQL; multi-modal chatbot (text/image/Excel) via messaging webhook with real-time reply routing and built-in workflow health self-monitoring

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