

# WINASSARIN CHOUDCHUM

HR Data Analytics Specialist

ppopvenus@gmail.com | github.com/ppopvenus | linkedin.com/in/pop-venus-40b618408

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## PROFESSIONAL SUMMARY

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Data Analyst specializing in bridging the gap between complex data and business insights. Experienced in building interactive dashboards and automated reporting systems that streamline operations and empower executive decision-making through high-impact visualization.

## EXPERIENCE

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### Central Retail Corporation Public Company Limited.

2023 - Present

*HR Data Analytics Specialist*

- Developed and maintained analytical-ready reports to monitor HR Key Performance Indicators (KPIs), ensuring data integrity and alignment with organizational goals.
- Collaborating with team to identify emerging trends and organizational "pain points." and analyze insight data to create quarterly highlight toolkits.
- Built specialized Power BI dashboards for leadership, including Healthy Layer & Span of Control analysis and PE by standard function Dashboards.
- Collaborated on cross-functional projects to modernize HR processes through automation and low-code solutions.
- **Skills Used:** Excel/Google Sheets, Power BI, HR Data Analytics, No-Code / Low-Code Development, Power Apps, SQL, Power Automate

### Tana Group International Company Limited

2021 - 2023

*Data Analyst*

- Build low-code apps using Microsoft Power Apps, such as Storefront stock recorder app, App for evaluating employees.
- Design and fulfill monitoring Power BI dashboards and automated reports.
- **Skills Used:** Excel/Google Sheets, Power BI, No-Code / Low-Code Development, Power Apps

### Thai Beverage Public Company Limited Affiliates

2019 - 2021

*Data and Statistics Officer Beer - Agent*

- Prepares sales, stock, sell out agent and sub-agent against target reports.
- Check photos of beer pile setting and media installation according to criteria to calculate incentives.
- Prepare beer age report to calculate incentives.
- Prepare monthly budgets.
- Retrieve call plan reports to sales officer.
- Prepare and review documents requesting the arrangement and payment of activities.
- **Skills Used:** Excel/Google Sheets

## SKILLS

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### Data & Analytics

- Excel/Google Sheets
- Power BI
- HR Data Analytics

### Technical & Coding

- No-Code / Low-Code Development
- Power Apps
- SQL
- Python (Basic)
- R Programming
- HTML, CSS, JavaScript (Basic)

### Automation & AI

- Power Automate
- Gemini CLI

## FEATURED PROJECTS

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### Percentile Salary Advisory App

Power Apps-based solution designed to facilitate internal salary percentile comparisons within Business Units and across various BUs under the corporate umbrella.

**Impact:** Streamlined the salary review process, reducing manual data analysis time and ensuring internal equity.

### COI Survey App

An executive app for updating Conflict of Interest (COI) reports in accordance with company policy.

**Impact:** Full Executive Access Achieved

### Project-Based HR Analytics Dashboard Development

Developed a customized Power BI dashboard for an external organization based on specific business requirements, focusing on HR metrics and data-driven workforce insights.

**Impact:** Delivered custom HR dashboards meeting all client requirements within deadlines.

## EDUCATION & CERTIFICATIONS

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### Bachelor of Science in Statistics

2015 - 2019

*Kasetsart University*

GPA 3.21/4.0

### Certifications

- **DataRockie School Certified:** Data Science Bootcamp Batch 12
- **IT Excellent Institution Certified:** HTML5 + CSS3 + JavaScript Web Developer