

## PAM LAOWONG

Seattle, WA | bpamaree@gmail.com | (206)-786-8032 | [linkedin.com/in/pamaree-laowong](https://www.linkedin.com/in/pamaree-laowong)

### PROFESSIONAL SUMMARY

---

*Recent MSBA graduate from University of Washington (June 2025) with nearly 3 years of experience as a data analyst and business intelligence in e-commerce and retail. Offering multiple data consulting to both internal stakeholders and high-value clients. Advanced SQL, Tableau, and Looker Studio skills to present and drive data-based decisions.*

### WORK EXPERIENCE

---

#### Shopee (Thailand) Co., Ltd

Bangkok, Thailand

*Leading e-commerce platform in Southeast Asia and Taiwan*

Business Intelligence Partner

April 2022 - June 2023

- Optimized the analysis process with a 75% time reduction from half a day to under 1.5 hours by developing a centralized monthly performance dashboard in Looker Studio
- Initiated customer segmentation analysis of approximately 1.2 million electronic-purchasing buyers for cost optimization and personalized marketing strategy by using RFM analysis
- Led Looker Studio training and Best Practice for Visualization sessions for over 20 participants, encouraging teams to adopt effective visualization techniques in analytical work
- Advised to over 10 Business Developers by proposing effective metrics and strategic data solution
- Executed 60+ cross-functional analytics projects of automated trackers, download boards, and analyses for commercial, marketing, product, and seller management initiatives using SQL, Excel Spreadsheets, Looker Studio, and in-house tools

#### Sertis Co., Ltd

Bangkok, Thailand

*Leading Big Data and AI-powered solution company works with large organizations locally*

Data Analyst

November 2020 - April 2022

- Launched a product evaluation analysis by developing a comprehensive end-to-end monitoring dashboard for chatbot and search API performance assessment, collaborating cross-functionally with the data science team
- Conducted training sessions for a 20-member data analyst team on Storytelling with Data and Basic Tableau, aimed at improving the team's business intelligence capabilities
- Led a team of 4 members, managing work requests by delegating tasks, gathering business requirements, overseeing stakeholder expectations, and ensuring timely delivery within the agreed timeframe
- Delivered 15+ analysis requests for a large retail company through insight presentations, Tableau visualization dashboards, and SQL data aggregations on marketing aspects such as campaign effectiveness, customer behavior analysis, advanced segmentation analysis, and market research

### PROJECT

---

#### Product Growth: Rider Migration Analysis

Seattle, WA

*Capstone Project, partnered with Amtrak*

April - June 2025

- Collaborated with Amtrak's Customer Analytics team to analyze customer migration trends and class upgrade behaviors across rail services.
- Built end-to-end ETL pipelines using Python and SQL to support scalable data management.
- Identified key trends and migration decision points; developed custom metrics and performed in-depth analysis using Python.
- Initiated actionable insights and strategic recommendations for the marketing team to optimize customer migration strategies.

### SKILLS

---

- Technical: SQL, Tableau, Python, Looker Studio, R, Microsoft Power BI, Excel

- Credentials: DataCamp Intermediate Python, UW Foster School of Business Excel Credential
- Language: Native in Thai, Proficient in English (IELTS overall 7.5/9.0, Sep 2023)

## **EDUCATION**

---

### **University of Washington - Michael G. Foster School of Business**

**Seattle, WA**

Master of Science in Business Analytics

June 2025

GPA 3.64/4.00

### **Chulalongkorn University**

**Bangkok, Thailand**

Bachelor of Engineering, Major: Information and Communication Engineering

August 2020

GPA 3.61/4.00 (First Class Honors)