

Ronnachai (Ronnie) Leelachat

Vancouver, BC | (778) 956 -1983 | ronnie.pchl@gmail.com | E-Portfolio: <https://ronleela.com>

Summary of Qualifications

- Proficient in advanced data analysis and market research methodologies, with expertise in statistical analysis software such as IBM SPSS, R Studio, Python, SQL, Tableau, and Power BI.
- Over 10 years of experience in conducting comprehensive market research and data analysis within the technology and consulting industries, leading to significant business insights and strategic decisions.
- Demonstrated ability to translate complex data sets into actionable strategies, resulting in improved product development, customer segmentation, and market positioning.
- Strong project management skills, capable of leading cross-functional teams and managing multiple projects simultaneously to successful completion.
- Excellent communication and presentation skills, with a track record of delivering clear and persuasive insights to stakeholders at all levels.

Education

Langara College, Vancouver, BC January 2023 – April 2024

Post-Degree Diploma in Data Analytics

Stamford International University, Bangkok March 2019 – November 2020

Master of Business Administration

Assumption University, Bangkok June 2001 – February 2004

Bachelor of Science and Technology, Applied Statistics

Employment History

WIS International, Vancouver, BC November 2023 – Present

Inventory Associate

- Leveraged analytical skills to conduct bi-weekly inventory audits, identifying and correcting stock discrepancies, leading to a 15% reduction in inventory losses.
- Enhanced data management accuracy by tracking over 7,000 inventory items, improving inventory management efficiency by 10%.
- Mastered advanced inventory management tools, increasing inventory processing speed by 25%.

TaoKaeNoi Food and Marketing, Bangkok September 2020 – January 2023

Business Research Analyst – CEO Office

- Implemented machine learning and multivariate methods for customer segmentation, contributing to the successful launch of a new product concept, increasing the customer base.
- Directed corporate branding and marketing communication, using research insights to drive a 7% quarterly sales increase.
- Developed and executed marketing strategies based on in-depth data analysis, enhancing product positioning and market penetration.

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The Nielsen (Thailand), Bangkok

April 2017 – September 2020

Senior Manager Consumer Insights – Quantitative Division

- Utilized machine learning methods for customer segmentation, increasing the effectiveness of marketing campaigns and customer spending.
- Delivered exceptional client service, securing a \$1 Million project for three consecutive years, demonstrating strong client relationship management.
- Identified key improvement areas from customer feedback, enabling clients to refine strategies and increase sales revenue.

International Data Corporation, Bangkok

April 2016 – April 2017

Senior Market Analyst – Consulting Division

- Synthesized data from interviews with IT industry top management, producing high-demand market analysis reports.
- Led research teams, providing clear findings and methodologies, enhancing client engagement, and securing additional project commissions.
- Enhanced report engagement by incorporating infographics, improving client communication and engagement.

Kasikorn Bank, Bangkok

April 2011 – April 2016

Manager – Business Strategy Division

- Developed banking strategies based on research project data, improving customer targeting and increasing revenue.
- Prioritized customer segments using predictive models and classification trees to guide strategic sales direction.
- Applied a design thinking approach to identify customer needs, successfully launching strategic banking directions in various territories.

Synovate (Thailand), Bangkok

September 2004 – July 2010

Senior Market Research – Quantitative Division

- Analyzed customer data using machine learning methods like decision trees for effective customer segmentation, boosting campaign spending probabilities.
- Consistently delivered practical actions to clients, securing a brand equity tracking project for three consecutive years.
- Conducted comprehensive brand health, perception, and loyalty studies, enhancing brand awareness and customer loyalty.

Relevant Academic Projects

Cornell University, Ithaca, United States

September 2010 – March 2011

Research Assistant – Department of Development Economics

- Processed data by using IBM SPSS and Stata to create tables and ridge regression analysis models.
- Coordinated with professors and team members to deliver project timeline which resulted in timely delivery.

List of Certifications and Visit e-Portfolio at <https://ronleela.com>