

PATTARAPHON (KENNY) WONGCHAMCHAROEN

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EDUCATION

University of California, Berkeley - College of Engineering

May 2026

B.S. Industrial Engineering & Operations Research, B.A. Data Science

GPA: 3.97

Relevant Coursework: Principles & Techniques of Data Science, Computational Structures & Data Structures, Linear Algebra & Differential Equations, Multivariable Calculus, Principles of Engineering Economics, Probability & Risk Analysis, Optimization

SKILLS & AWARDS

Technical Skills: Python, Apache Spark, Sklearn, Pandas, NumPy, Java, SQL, Seaborn, TensorFlow, HTML, Matplotlib, GLM

Tools: Tableau, CRM (Jira, Asana, Notion), Microsoft Suite (Excel, Word, PowerPoint, Power BI, Access), Adobe, Canva, Figma

Awards: Free-ride Scholarship for a 4-year high school in Singapore, by the Ministry of Education with a 1% acceptance rate.

EXPERIENCE

UC Berkeley Electrical Engineering & Computer Sciences | CS88 Tutor

Berkeley, CA | June 2024 – Present

- Host weekly office hours, grade exams, address student queries through *Ed* Discussion online platform, and provide small group tutoring sessions for Berkeley's Introductory Computer Science course for Data Science majors

Beats By Dre | Data Analyst Extern

Culver City, CA | June 2024 – Present

- Conducted EDA and sentiment analysis using TextBlob and NLTK on 1,000+ Amazon reviews of Beats Pill speakers, scraped using Python Scrapy, uncovering key consumer behavior patterns and trend that informed product strategy
- Leveraged advanced NLP tools and Google's Gemini API to interpret and summarize Beats' customer feedback, achieving a 50% increase in data processing efficiency and enhancing actionable insights for future product development
- Developed and presented Beats' consumers insights through Tableau and Power BI dashboards, guiding brand building and competitive analysis for the speaker market, leading to a 20% improvement in market positioning strategies

Xcube Capital | Product Development & Analytics Intern

Singapore | June 2024 – Present

- Scraped Job postings data from JobsTimes to analyze skill gaps and emerging career trends using BeautifulSoup in order to develop and implement models to predict job demands in the HR Tech industry with more than 80% accuracy
- Conceptualize and optimize a proprietary asset class, [Corporate Venture Portfolio Equities \(CVPE\)](#), alongside the CEO to craft a Proof of Concept (PoC) of a synergistic ecosystem of new Behavioral AI & SkillTech startups
- Employed advanced predictive analytics and Machine Learning modelling techniques to collect, analyze SkillTech market and competition data to forecast startups returns and inform strategic investment decisions through Tableau

MENTOR Global Consultant | Technical Product Management Intern

Berkeley, CA | January 2024 - April 2024

- Integrated AI with a 360-degree employee and customer survey insight tools and developed a go-to-market strategy to monetize, resulting in a 30% increase in data accuracy and a 20% reduction in processing time
- Utilized Python scripting and NLTK (Natural Language Toolkit) library to perform sentiment analysis on over 1,000 employee survey responses and create SMTP (Simple Mail Transfer Protocol) using Python's smtplib and schedule library to automate email reminders on resulting in a 90% increase in survey completion rate
- Managed and optimized the company's CRM database using SQL, creating complex queries to retrieve and analyze large employees' attrition rate datasets, ensuring data integrity, and generating detailed reports for strategic decision-making

GUESS INC. | Strategy Consultant

San Francisco, CA | August 2023 – December 2023

- Conducted in-depth research on key competitors in the green fashion market and formulated actionable recommendations to expand GUESS's market share in the eco-conscious fashion industry by 10% through novel product development
- Collaborated with a team of consultants to identify and source environmentally friendly packaging companies that align with GUESS's ESG objectives, while preserving the brand's signature style and value proposition
- Led cross-functional teams to analyze supplier Key Performance Indicators (KPI) and conduct due diligence on sustainability reports, assessing the company's operations and supply chain to achieve 20% operational efficiency gains

PROJECTS

Stock Prediction Model using Long Short-Term Memory, Linear Regression, and Sentiment Analysis | [GitHub](#)

- Applied advanced exploratory data analysis (EDA) using Pandas to extract and analyze financial data from Bank of America, CitiGroup, Goldman Sachs, JPMorgan, Morgan Stanley, and Wells Fargo from the Google Finance API
- Employed LSTM and linear regression to predict stock prices using data from Yahoo! Finance, with 85% accuracy
- Conducted sentiment analysis on Elon Musk's tweets to gain insights on their influences on TSLA prices
- Created a Streamlit dashboard to visualize stock prices, integrating prediction results for comprehensive insights

LEADERSHIP AND EXTRACURRICULARS

Institute of Industrial & System Engineers | Director of Programs & Events

Berkeley, CA | August 2023 – Present

- Coordinated 35+ events for 150+ attendees, boosting member engagement by 55%, among Berkeley IEOR community
- Managed cross-functional team to plan weekly events, fostering 250+ student and faculty relationships. Coordinated budget of \$14,000+ with VP of Finance to fund events, distribute money, and optimize cost