

AMIT GENGAJE

amitgengaje@gmail.com +(66)0981879071 [GitHub](#) [LinkedIn](#) Bangkok

SUMMARY

With an IBM-certified foundation in Data Analytics and 5+ years of experience in business growth, I specialise in transforming voluminous data into actionable business insights. My proficiency lies in dashboards and EDA with SQL, Python, Tableau, Excel and Gen AI. An MSc from Nottingham University (UK) and IB-school education in Bangkok have equipped me with an aptitude for numerical reasoning and research across APAC, UK and EU markets.

KEY SKILLS

Data Analysis & Visualisation: SQL | Power BI | Tableau | Pandas | Matplotlib | Seaborn | NumPy | Advanced Excel | Data Visualisation | Data Wrangling | ETL | R | Data Cleaning & Preprocessing | EDA | Scikit-Learn | Dashboards | Python | SSRS

Generative AI: Prompt Engineering | ChatGPT Fine-tuning | Data Modelling and Forecasting | Data Augmentation | Tailored Data Visualisation | AI Data Exploration | Explainable AI

Extract, Transform, Load (ETL): AWS Glue | ETL Optimisation | Real-Time & Batch ETL | Workflow Automation | Data Mapping

PROFESSIONAL EXPERIENCE

Data Analyst, Freelance (Bangkok) (July 2025 – Present)

- Collected, validated and evaluated 100s of data sources to ensure accuracy and reliability for reporting and decision-making
- Extracted and analysed structured and unstructured data with 10K+ records to uncover trends, highlight market-specific growth opportunities and support client strategies
- Built interactive dashboards and visualisations in Tableau and Excel to communicate actionable insights to non-technical stakeholders across 5+ enterprises
- Partnered with marketing and sales teams to interpret business movement, aligning insights with campaign planning and client objectives for generating a total of THB \$10M ROI
- Delivered customised recommendations that improved client business objectives and supported decision-making strategy across multiple industries through actionable visualisations, presentations and reports

Business Analyst (BDE), KocharTech (London/Bangalore) (October 2023 – Oct 2024)

KocharTech is a leading Digital Transformation architect in SaaS solutions, serving 500M+ customers globally

- Conducted exploratory data analysis (EDA) on sales and customer data to identify patterns and support data-driven decision-making in the UK, EU and APAC regions
- Supplied insights to assist the sales pipeline development process as a single POC while travelling across regions frequently
- Translated complex data insights into strategic recommendations for \$100K+ USD contract negotiations with international clients
- Teamed with channel partners across 3 regions to build and maintain an Excel database of prospects valued at approximately \$1M USD and closed 2 deals with a total value of approximately \$400K USD
- Led stakeholder engagement by gathering requirements and collaborating with tech, executive and customer success teams to align product positioning and ensure seamless solution delivery
- Responsible for account management of 5 key accounts to assist with technical resolutions and business negotiations
- Performed frequent product demos for international prospects to showcase analytical solutions and BI dashboards
- Worked closely with the marketing team to ideate and execute targeted omnichannel marketing campaigns

Marketing Analyst, Mamba (Singapore) (September 2022 – October 2023)

- Analysed marketing data from 50+ campaigns to identify trends and enhance content strategies
- Conducted market research on industry trends, consumer behaviour and competitor activities, influencing \$500K+ USD in client decisions
- Designed and executed surveys, questionnaires and focus groups to collect insights from 1,000+ respondents
- Prepared detailed market research reports with actionable recommendations for 10 clients
- Collaborated with cross-functional teams to develop data-driven inbound marketing strategies
- Managed client relationships for 8 clients, ensuring timely project delivery and addressing all queries
- Supported campaign testing and evaluation across social and search channels (LinkedIn, Google Ads, EDM)
- Presented research findings to clients through 30+ engaging presentations, webinars and written reports

Content Delivery (Remote) (October 2020 – September 2022)

- Delivered tailored marketing content to 30+ clients based on user-behaviour research and strategically designed frameworks after briefings to generate \$100K+ ROI for each client
- Collaborated with clients on branding and marketing strategies to market multiple products/services from \$1K - \$20K USD
- Supported brand positioning for 20+ tech firms to expand into existing/new markets with brand-oriented marketing plans

Digital Marketing Analyst, Blue Horizon Developments (Phuket) (March 2019 - March 2020)

- Designed email campaigns for Webmail, iOS and Android, increasing client engagement by 25% through A/B testing
- Created and executed customer journey maps and digital marketing strategies across 40+ multichannel campaigns
- Managed CRM and integrated 5+ departments from sales to operations into the Zoho CRM platform
- Monitored 6 websites across business domains using Google Analytics and FullStory to identify key areas for improvement

EDUCATION

2024 – 2025	Professional Certificate Program in Business Analytics & Gen AI at The Indian Institute of Technology Roorkee
2016 – 2018	MSc Entrepreneurship, Innovation and Management at The University of Nottingham, UK
2013 – 2016	BSc Business Management at The Queen Mary University of London, UK
2005 – 2013	International Baccalaureate Diploma at The NIST International School of Thailand

CERTIFICATIONS

▪ Power BI Reporting & Analytics, Simplilearn	2025
▪ Applications of Generative AI in Data Analytics, Simplilearn	2025
▪ Business Analytics & Generative AI Professional Program, IIT Roorkee	2024
▪ Python for Business Analytics, Simplilearn	2024
▪ SQL for Database Management, Simplilearn	2024
▪ Tableau for Business Intelligence, Simplilearn	2024
▪ Excel for Business Analytics, Simplilearn	2024
▪ ETL for Data Extraction, Transformation & Loading, Simplilearn	2024
▪ Mathematical Optimisation for Business Problems, IBM	2024
▪ Maths Essentials for MBA, Imperial College London	2020

RELEVANT PROJECTS

Various Data Analysis Projects (May 2024 – Present)

- **Python:** [Market Data Report for TikTok Shop](#) | Performed normalisation, EDA and visualisation of product-level sales data (22K+ SKUs) using Python (pandas, matplotlib, seaborn, scipy) to assess market concentration, category performance and pricing dynamics for Vietnamese beauty product sales on TikTok Shop. Applied Z-score standardisation, outlier detection and correlation testing to identify high-performing segments; found Face Makeup leads market share while Lip Makeup delivers superior per-product efficiency. Delivered concise visuals and findings to inform growth strategy.
- **SQL:** [Employee Data Analysis for Tech Client](#) | Used MySQL Workbench to generate reports on employee performance and project details, extracting actionable insights from a complex employee database tailored to specific business requirements.
- **Excel:** [Sales Insights Dashboard for E-commerce Industry](#) | Designed an Excel dashboard to analyse sales trends across various product categories for a global e-commerce client and integrated a user-control feature for category-specific insights, enabling month-wise and product-wise trend analysis to improve business performance.
- **End-to-end Project:** [Purchasing Behaviour Report for Retail Industry](#) | Analysed demographic customer information, purchasing patterns and interaction data using Tableau, Excel, SQL and Python to extract key insights from 1,000+ records and understand customer behaviour and preferences based on retail transaction data. The goal was to predict and visualise customer responses to marketing campaigns and optimise promotional strategies to maximise ROI.
- **Power BI:** [Sales Analytics Dashboard for Confectionery Industry](#) | Used DAX in Power BI to create measures and visualisations for this interactive dashboard that explores salesperson and product performance over time.