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Ms. Chareewan Siririsumrit is the Head of Data Science and Data Analytics Department at Muang Thai Life Assurance PCL (MTL), which is one of the key strategic units under the Data Center of Excellence Division. She is responsible for all of the projects, tasks, and on-going day-to-day operations which require involvement of data scientists and collaboration among data scientists and data engineers. Her key achievements revolve around the statistical modelling for the purposes of upselling/cross-selling, next-best-offer recommendation, fraud detection, customer and agency segmentations.