

Audley Kelvin Alexander

Data Analyst & Business Analyst

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[Linkedin](#) | [Certificates](#) | [Portfolio](#)

Summary

Motivated Applied Science student in Digital Commerce & Supply Chain with a strong passion for data analysis, modeling, visualization, and database management. Skilled in **SQL, Python, Tableau, Excel, and Odoo ERP/CRM**, with knowledge of data normalization and warehousing. Committed to turning data into clear, actionable insights to support business decision-making.

Education

Digital Commerce & Supply Chain (Multimedia Nusantara Polytechnic) **Sep 2023 - Present**
GPA: 3.73/4.00

Relevant Coursework: Algorithms & Data Structures, Data Modeling/Visualization, CRM, Database Systems, Odoo Purchasing Management.

Projects

Website Development & Analytics - *PT Limov Power Structure & Jasung Indonesia* **Sep 2025 - Present**

Serving as a **Web Developer & Data Analyst**, building the website interface using PHP and Laravel while analyzing customer behavior through Google Analytics to drive data-based improvements.

Data Visualization Project (Tableau) **Sep 2025 - Present**

Developed interactive Tableau dashboards to visualize complex datasets and presented clear, actionable insights for decision-making.

Digital Marketing & E-Commerce Setup - *Alina Fashion Craft* **Feb 2025 - Jun 2025**

Serving as a **Business & Marketing Analyst**, assisted an MSME in launching its Shopee store and developing digital marketing strategies. Analyzed sales performance to measure campaign effectiveness, contributing to a **2% revenue increase** during the mentorship period.

System Analysis & Design (E-Commerce Project) - *Mundu Interior* **Feb 2024 - Jun 2024**

Serving as a **System Analyst & Business Analyst**, designing **ERD, DFD, Use Case, and Activity Diagrams** for an e-commerce system, creating customer/product/stock databases.

ERP Integration Simulation using Odoo for MSMEs - *Syafana Collection* **Feb 2024 - Jun 2024**

Serving as a **Process & Business Analyst**, simulating end-to-end **ERP workflows** (procurement, purchasing, invoicing, and restocking) to analyze operational efficiency and identify improvements in inventory and financial management using Odoo ERP.

Data Modeling & Database Project (Academic) **Feb 2024 - Jun 2024**

Built a normalized MariaDB database and executed SQL CRUD operations to support system functionality. Complemented the development with ERDs, DFDs, and use-case models for a fully mapped academic e-commerce system analysis.

Certification

DQLab Academy: Certificate in Data Viz (R), Statistics (Python), Regex, SQL, Historical Data.

DQLab Academy: Bootcamp Data Analyst with SQL, Python, Excel, and Machine Learning, AI

Technologies

Business Tools: Excel, Power BI, Tableau, ERP (Odoo), Google Sheets

Microsoft Office: Word, PowerPoint

Data & Programming: SQL, Python (basic), R

Core Competencies: Business Process Analysis, Data Interpretation, KPI Tracking, Reporting & Visualization

Soft Skills: Analytical Thinking, Problem Solving, Teamwork, Communication, Multitasking, Adaptability

Languages

Indonesia: Native

English: Intermediate