

Professional Experiences

Lead Data Analyst, Fazz *Oct 2023 - present*

- Lead a team of 4 data analysts, 2 data scientist and 1 data engineer providing guidance and support across various departments including Product, Marketing, Commercial, and Operations.
- Implement Agile Scrum methodologies to optimize workflows and enhance team productivity, ensuring timely delivery of insights and solutions.
- Develop data streamlining marketing dashboards to significantly reduce data consumption time from 2 days to 4 hours, and act as a performance marketing expert, developing strategies based on data insights to drive marketing effectiveness and ROI.
- Oversee the end-to-end data tracking and analysis process for in-app activities within CRM systems, as well as external activities such as field operations using Onelink and AppsFlyer platforms.

Lead Data Analyst (Marketing & Commercial), ULA *Oct 2021 - Oct 2023*

- Managed a team of three employees, resulting in a 20% increase in productivity in the projects.
- Assisted the marketing team in acquiring and retaining customers with the monetary dashboard and report, contributing to an average of \$5.6 million in monthly revenue in average per month.
- Collaborated with other teams to track campaigns in CRM channel like Push Notification, Banner, and WhatsApp blast by building the tracker dashboard from the upper funnel (engagement or click) until the lower funnel (transaction) worth around \$250k revenue.
- Consolidated efforts with the offline/sales team and marketing team to maximize acquisition and retention, resulting in a cost reduction of around \$30k per month.
- Acted as a data engineer to maintain the data pipeline of Pull API both Facebook ads and Google ads, and analyzed backend data to implement payback period or cohort analysis.

Senior Data Analyst, Harian Kompas *Jun - Nov 2021*

- Led and mentored a team of three data analyst interns, each with a six-month tenure, to successfully contribute to the organization's data-driven initiatives.
- Developed real-time reports and dashboards for the finance team, enabling them to monitor subscriptions and sales, resulting in an average monthly revenue of approximately \$200k on the web app.
- Collaborated closely with the product manager and engineering team to effectively track and analyze the performance of various products and features, both on the web app and mobile platforms.

Associate Data Scientist, Rukita *June 2020 - June 2021*

- Provided essential support to C-level executives by assisting in the preparation of weekly and monthly data retrospective reports, enabling them to make informed strategic decisions.
- Demonstrated strong business acumen to the business development team, resulting in a revenue increase of approximately \$113k within the first month of implementation.
- Created intuitive dashboards and reports to empower various teams across the organization with actionable business insights.

Research Analyst *Ensterna, June 2017 - May 2019*

- Research on nuclear battery using Thorium radioactive source
- Optimizing energy generation with several components using Regression model
- Analysing the business area and logistics for the radioisotope

Skills

Programming Language	: Python, Google JavaScript
SQL	: PostgreSQL, MySQL, BigQuery
Business Intelligence	: Tableau, Power BI, Google Data Studio, Redash, Metabase
Statistic	: Hypothesis Testing, A/B Testing, Causal Inference
Analytics Tools	: Google Analytics, Google Tag Manager, Google Optimize, CleverTap, AppsFlyer

Education

Universitas Gadjah Mada *August 2015 - November 2019*

Bachelor of Engineering in Nuclear Engineering

Achievement

Jabar Digital Service, *2022, 1st Place in The Public Category of Jabar Dataviz Competition (Tableau)*

Udacity, *2022, Scholarship Machine Learning with Tensorflow*

Rukita, *2020, Employee Award*