Farhan Fadillah

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SUMMARY

RPA Developer, Data Center and Data Analyst with detail-oriented and results-driven professional background as an Automation Developer, Data Scientist, and Data Analyst, bringing strong technical proficiency in automation, data infrastructure, and data analysis. Skilled in developing scalable automation solutions, managing mission-critical systems, and performing data-driven decision-making using modern analytics tools.

Proficient in Data dan Business Analysis, with hands-on experience using UiPath, data wrangling, and building dashboards to support strategic insights. Adept at translating complex data into actionable insights, optimizing system performance, and automating business processes to increase operational efficiency with Data Science Methodology.

SKILLS

Hard Skills: Data Analytics, Data Science, PowerBI, SQL, Python, UIPath, Alteryx Designer, AWS S3, Microsoft Dynamics 365, Microsoft Excel, Scikit-learn, TensorFlow

EXPERIENCE

RPA Developer, Data Center and Analyst *December 2020 - Present*
PT. Mega Perintis, Tbk *South Jakarta*

- Developed process that able to reduced reporting time by 80% through automation of recurring reports using Python scripts and Alteryx Designer
- Designed, developed, and implemented Automation process solutions to enhance operational efficiency and reduce repetitive manual tasks
- Created automated over 20 business processes sucessfully, reducing processing time by up to 70% and improving operational accuracy
- Achieved significant cost savings up to hundreds of millions of rupiah annually through efficient RPA implementation
- Developed interactive dashboards that increased executive visibility into operational performance, leading to more informed strategic decisions and improving productivity up to 20% using Data Science Methodology

PROJECTS

Advertising on internet due to internet customer behavior *View Project*

- Designed and implemented a machine learning solution to determine the optimal timing for displaying advertisements based on customer behavior patterns. The objective was to improve ad engagement rates and increase return on advertising spend (ROAS) by delivering ads at moments when customers are most likely to convert
- Demonstrated practical application of machine learning in behavioral analytics and marketing optimization with 90 % accuration score

Customer Churn Prediction using Machine Learning *View Project*

- Developed a machine learning model to predict customer churn based on historical behavior and demographic data. The goal of the project was to help the business proactively identify high-risk customers and reduce attrition through targeted retention strategies.
- Achieved up to 80% accuracy score in predicting customer churn and provided a data-driven segmentation strategy that could potentially reduce churn by 20–25% if implemented by the business.

Automation report and analysis with Alteryx Designer at Mega Perintis

- Developed and deployed automated data workflows and reporting solutions using Alteryx Designer to streamline data preparation, analysis, and distribution processes at Mega Perintis. The project aimed to reduce manual effort, improve data accuracy, and accelerate decision-making cycles across business units
- Reduced report preparation time by over 80%, from hours to minutes, through workflow automation.
- Improved data accuracy and consistency by eliminating manual processing errors.

Automation Process with UIPath for Operational Process

- Designed and implemented Robotic Process Automation (RPA) solutions using UiPath to streamline repetitive and time-consuming operational tasks. The goal was to enhance process efficiency, reduce manual errors, and allow staff to focus on higher-value activities.
- Developed multiple automation operational tasks, reducing process time by up to 75% and increasing team productivity.
- Achieved over 500 hours of annual time savings with more than 20 business processes automated, allowing reallocation of resources to strategic initiatives.

Business Strategic Analysis for Digital Agency (PESTEL, Risk Analysis, Recommendation Streamline Process) *View Project*

- Conducted a comprehensive business strategy analysis for a digital agency to evaluate external and internal factors affecting its performance, identify potential risks, and provide actionable recommendations to streamline operational processes and support long-term growth
- Recommended strategic initiatives projected to improve operational efficiency by 30% and reduce manual workload through automation
- Improved process to strengthened the organization's strategic planning capabilities with a structured and data-supported decision-making framework
- Developed process to enabled the agency to make informed decisions about market positioning and digital investment priorities

Customer Digital Access Analysis Dashboard with PowerBI *View Project*

- Developed an interactive Power BI dashboard to analyze customer digital behavior with the goal of identifying potential target customers based on generational segments, preferred media platforms, and peak online activity times. The dashboard was designed to support data-driven marketing decisions and improve audience targeting strategies.
- Improved ad placement timing and channel selection, resulting in up to 25% increase in engagement rates.
- Created process to reduced manual analysis efforts by providing an intuitive, real-time dashboard for strategic planning.
- Developed analysis to enabled marketing teams to identify high-potential customer segments based on behavioral trends and generational analysis.

Household Carbon Emission Prediction and Visualization Using Machine Learning *View Project*

- Developed a machine learning model to predict household carbon emissions based on lifestyle and consumption patterns. The project aimed to raise awareness of environmental impact at the household level and provide personalized recommendations to reduce emissions.
- Achieved high model accuracy ($R^2 > 0.90$) in predicting household carbon emissions.

- Delivered actionable tips that could help reduce emissions by an estimated 10–25% per household, depending on behavior adjustments.
- Increased public awareness and engagement by transforming complex environmental data into clear, accessible insights.

EDUCATION

Data Science *2025 - Present*
Indonesia Open University

TRAINING AND INTERNSHIP EXPERIENCE

Training and Certification *Jakarta*
Data Science Training Program at Purwadhika Startup and Coding School *2019*

An intensive, hands-on training program focused on end-to-end data science workflows and real-world business applications.

Internship *Jakarta*
Backend Developer at Sribulancer *Jan 2020 - May 2020*

Building new system backend website using node.js, GraphQL, SQL, making testing kit for API.

CERTIFICATIONS

Data Analyst Python Track, DQLab

Data Science in Marketing: Customer Segmentation with Python, DQLab

Customer Churn Prediction Using Machine Learning, DQLab

Data Science Methodology, IBM

Business Development, MySkill

Corporate Finance, MySkill

REFERENCES

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