

# Heryanto Jaya

[+6281808781087](tel:+6281808781087) | [herjaya94@hotmail.com](mailto:herjaya94@hotmail.com) | LinkedIn: [Heryanto Jaya](#) | [Portfolio](#) | Jakarta, Indonesia

## About Me

Aspiring Data Analyst, with a degree in Finance and Accounting with 9 years of experience in financial operations and reporting, have developed strong ability to spot inefficiencies, improve reporting comprehensiveness, and support data-based strategic decisions, including manage 200 monthly fund transfer inquiries at Maybank. To build on these strengths and transition into a more data-focused role, I joined the Full-Stack Data Analytics program, gaining hands-on experience in SQL, Python, Tableau, and Excel through real-world projects, where I gave 12 improvement recommendations for Airbnb to maintain customer satisfaction. These experiences have strengthened ability to turn raw data into actionable business insights, supported by a solid foundation in analytical thinking and business acumen. Committed to turning complex data into clear insights that support strategic growth and operational efficiency.

## Project Experiences

### Airbnb Customer Review Score Analysis

Mar 2025 - May 2025

*Final Project – Full Stack Data Analytics Program | Tools: Python, Tableau*

- Analyzed customer satisfaction score trend from 6 U.S. cities using Python to identify key drivers of low satisfaction score, which are Host Verification & Responsiveness, Cancellation Policies, Listing Capacity, and Amenities Provided
- Built interactive dashboards in Tableau to visualize patterns in host behavior, pricing, amenities, and key metrics such as review scores, number of reviews, and price per night
- Presented 3 findings that linked specific listing characteristics with customer satisfaction and informed target improvement strategies with 12 business recommendations for Airbnb to understand main driver on customer satisfaction

## Working Experiences

### Inquiry Officer at Maybank Indonesia

Oct 2019 - Now

*A Multinational Malaysian Bank (formerly Bank Internasional Indonesia/BII)*

- Manage International Fund Transfer Inquiries using International Transaction platform, ensuring 100% accuracy and timely resolution in compliance with banking standards
- Maintain an Excel-based inquiry data from 2019 to support 200 monthly case-tracking and audit readiness
- Prepare daily remittance reports using Excel to summarize inquiries for supporting internal performance monitoring
- Coordinate with around 30 branches to clarify transaction inquiry requests using internal banking system application

### Performance Management Officer at Maybank Indonesia

Aug 2019 - Oct 2019

- Reviewed departmental budget usage and productivity index data across 5 teams using Excel for monthly review
- Supported the preparation of monthly productivity and budget reports presentation to division head and executive leadership

### Finance, Accounting and Tax Officer at Kalbe Farma Group

Oct 2017 - Jun 2019

*A Prominent Indonesian Multinational Pharmaceutical Company*

- Uploaded and recorded sales data, and performed monthly COGS accruals to support Profit & Lost accuracy using Orlansoft
- Ensured compliance in tax reporting (PPh 23) and performed UAT on Oracle ERP transition for improved data integration

### Strategic Management System Officer at Kalbe Farma Group

Sep 2016 - Oct 2017

- Developed Excel dashboards to monitor 10 KPIs (e.g. Profit Margin, Employee Turnover, Current Liabilities) from operational and financial report across 4 business units
- Presented monthly insights from 10 KPIs to directors through PowerPoint and supported key meetings including shareholder meeting and annual budget socializations

## Education

### London School of Economics - University of London

Aug 2012 - Jun 2016

*Bachelor of Science (Hons) in Accounting and Finance | Singapore*

### RevoU (Career Accelerator Program)

Feb 2025 - May 2025

*Full Stack Data Analytics Program | Jakarta (Online)*

Gained hands-on experience in SQL, Python, Tableau, and Excel, with practical skills in data cleaning, exploratory data analysis (EDA), and visualization through real-world projects on customer review analysis and sales performance

## Additional Information

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**Technical Skills:** Data Cleaning & Preprocessing, Exploratory Data Analysis, Data Visualization, Financial Analysis

**Tools:** SQL (Data Extraction), Python (Pandas, Exploratory Data Analysis), Tableau, Microsoft Excel

**Soft Skills** Analytical Thinking, Problem Solving, Communication

## Certifications

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| • <a href="#">Introduction to Data Analytics, RevoU</a>                    | Nov 2024 |
| • <a href="#">Complete Financial Analyst Course, Udemy</a>                 | Jun 2022 |
| • <a href="#">Training Brevet Pajak AB +e-SPT, University of Indonesia</a> | Feb 2018 |