

Teuku Muhammad Kemal Isfan

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Education

Bachelor's Degree

Institut Teknologi Sepuluh Nopember

Electrical Engineering. GPA 3.12 (in scale of 4)

Surabaya, Jawa Timur

August 18th, 2017

Courses and Certifications

Purwadhika Technology School

Job Connector Data Science Program. Final Score 89/100

January 2021 - July 2021

Sanbercode

Data Science Bootcamp

December 2020 - January 2021

Work Experience

ALVA - Orlange

Jakarta, Indonesia

Data Manager

August 2022 – Present

- Designed a comprehensive skill roadmap to guide the professional development of data officers/team members.
- Conducted induction sessions for new hires, utilizing documentation crafted during previous roles to ensure an effective onboarding process.
- Developed a load monitoring dashboard to optimize personnel allocation across projects, assess team efficiency, strategize project planning and training based on individual expertise and performance, and inform decision-making for current and future initiatives.
- Led the development of a custom Add-on for the company's *Google Workspace*, introducing tailored features for data retrieval and input, accessible to all company members through *Google Workplace Marketplace*.
- Implemented an automated reporting system, complete with essential information, metrics, and graphs, based on the company's standardized template. This innovation streamlined the reporting process, shifting the responsibility directly to the strategist team from the data analytics team. Enabling analysts to focus more on advanced analytics and clients that demand more in-depth analysis.
- Designed a comprehensive data pipeline and automation system for the newly-established business unit centered on Key Opinion Leader (KOL) buying. This infrastructure empowers the unit to adopt a data-driven approach, from daily project operations to high-level financial monitoring, including cash flow management.
- Led a machine learning project focused on classifying digital banking account's post comments, distinguishing between complaints and non-complaints, pinpointing complaint topics, and employing Shapley visualizations to elucidate model decision-making.
- Constructed a dedicated database and devised a custom algorithm/model to discern if participants in a brand's social media giveaway were "quizhunters."
- Led the development of a machine learning model to process textual data from Instagram comments, enhancing the efficiency of the comment labeling process for Social Media Officers (SMOs) and significantly reducing required man-hours.
- Elevated the company's data analysis prowess by seamlessly integrating the OpenAI GPT-3.5 & GPT-4.0 language model into our suite of internal tools and automation processes.

Skills & Tools Proficiency :

Leadership & Team Management, CI/CD Implementation, Performance Monitoring, Project Management & Planning, Automation Design, Natural Language Processing (NLP), Custom Model Algorithm, Model Evaluation, Google Apps Script, Google Cloud Platform, Streamlit, Django, Airtable, Prompt Engineering.

Senior Data Engineer & Scientist

January 2022 – August 2022

- Spearheaded the data migration from *Google Sheets* to *MySQL* hosted on *DigitalOcean*, designing the database structure to optimize performance and accessibility.
- Oversaw client-used SaaS tools and spearheaded the data integration process with the company's database, ensuring standardized data and streamlined access for data analysts.
- Established an automated daily data update system using *CRON*, hosted on a virtual machine running both Linux and Ubuntu, ensuring timely and consistent data availability.
- Implemented robust security measures and managed access controls to safeguard sensitive data.

- Pioneered data access addition via API requests and data scraping, empowering the analyst team to enrich their analyses with diverse data sources such as *Google Analytics* data, e-commerce data, mobile application store Data, and social media public data.
- Designed and created a dashboard to support Data Analytics & Strategic team monitor client's/brand's social media performance on a daily basis.
- Created a standardized dashboard specifically for the pitching process which enables the whole team to craft a strategically pitch-winning presentation.
- Developed an automated weekly newsletter that provided the team with insights into their respective brand's performance, complemented by comparative analyses against competitor brands.
- Contributed to the Data-Analytics team on research focused on KOL (Key Opinion Leader) utilization in Indonesia, introducing advanced statistical methods including Principal Component Analysis (PCA), Social Network Analysis (SNA), Clustering, and more.
- Developed a user-friendly internal website using the Python-Flask framework, empowering the analytics team to conduct independent data mining process for specific usernames on Instagram & TikTok.
- Initiated weekly training sessions for the data-analytics team, encompassing a wide spectrum of topics from basic SQL queries and data cleaning to advanced subjects like regression, classification, data visualization, clustering, recommendation systems, and data scraping.

Skills & Tools Proficiency :

Database design, Data Migration, Data Management, Data Scraping, Data Wrangling, Statistical analysis, Machine Learning, Cloud Platforms, Virtual Machine, Ubuntu, Linux, CRON, JSON/XML Parsing, API Integration, Flask, HTML, CSS, SaaS Management, Team Leadership & Training.

Junior Data Engineer & Scientist

August 2021 – January 2021

- Designed and implemented data management standards, ensuring the consistent accuracy and timeliness of client data updates.
- Integrated social media organic data, ads data, and clients data for analyst team recurring report requirements.
- Designed and implemented data input flow to integrate creative and analytics team data.
- Led training sessions for the data analyst team on advanced data visualization techniques using Python, covering visualization not achievable with standard BI tools like Tableau and Power BI.
- Managed a team of freelance data administrators, ensuring data was input in the correct format and adhering to strict timelines to meet reporting requirements.
- Oversaw and manage client database queries using MySQL to ensure accurate and timely reporting.
- Authored comprehensive documentation for our data infrastructure and design, facilitating a clearer understanding for the analyst team and ensuring seamless onboarding for future data team members.
- Executed a data mining initiative to bolster the pitching process, providing deeper insights that enabled the company to craft targeted and compelling pitches for potential clients.

Skills & Tools Proficiency :

Python Programming, MySQL, Tableau, Power BI, Looker Studio, Data Standardization, Data Extraction, Data Visualization, Data Cleaning, Advanced Microsoft Excel/Google Sheets Formula, Data Security & Compliance, Data Documentation.

Activities

Purwadhika

Guest speaker for “*Alumni Talk Data Science*” event, online event.
 Guest speaker for “*Career Class*” event, Purwadhika campus Jakarta.
 Guest speaker for “*Growth Mindset*” event, Purwadhika campus BSD

September 3rd, 2023
August 4th, 2023
July 7th, 2023

BEM Fasilkom Universitas Indonesia

Guest speaker for Compfest Xcelerate event
 “Data Cleaning with Python : From Messy to Meaningful”, ALVA-Orlange Office Jakarta

September 30th, 2023