

Dear Hiring Team at PT Goday Indonesia Food,

I am excited to apply for the Data Analyst Staff position. With a Bachelor's in Computer Science and three years of hands-on experience in FMCG sales analysis, I excel at transforming complex datasets into clear, actionable insights that support strategic decision-making.

Key Qualifications & Achievements

- **Advanced Data Analysis:** Proficient in Excel (pivot tables, VLOOKUP, macros) and SQL (JOINS, aggregations, subqueries) to collect, clean, and model large sales datasets.
- **Trend Identification & Forecasting:** Applied time-series techniques to project monthly sales, improving inventory planning accuracy by 10%.
- **Insightful Reporting:** Developed interactive dashboards and concise reports in English and Indonesian, ensuring clarity for cross-functional teams.
- **Strategic Collaboration:** Partnered with sales and marketing to design data-driven promotions, resulting in a 12% uplift in campaign ROI.
- **Communication & Documentation:** Skilled at presenting findings to both technical and non-technical stakeholders, and at documenting analysis workflows for team reference.

While I do not currently speak Mandarin, I am committed to rapidly acquiring the basics to facilitate any collaboration with Chinese partners. My strong analytical mindset, disciplined approach to deadlines, and eagerness to learn new skills make me well-suited to drive PT Goday Indonesia Food's data initiatives forward.

Thank you for considering my application. I look forward to the opportunity to discuss how my expertise can help optimize your sales performance and support your growth objectives.

Sincerely,

Mirwan