# MUHAMMAD FAHMI HIDAYAT

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Bekasi, West Java, Indonesia

Cum Laude graduate of Information Systems (GPA 3.68/4.00) with dual expertise in business analysis and data analytics. Proven ability to bridge business strategy with data-driven insights through hands-on experience at BCA Digital and Telkom Indonesia. Strong technical foundation in SQL, Python, and Tableau combined with business acumen in stakeholder management, market research, and process optimization. Successfully transformed complex data into actionable business recommendations while managing cross-functional projects for 200+ participants and analyzing market opportunities across 25+ potential clients. Certified in SQL and Data Science fundamentals with demonstrated track record in data visualization, performance monitoring, and strategic decision support. Committed to leveraging both analytical and business skills to drive organizational growth through evidence-based solutions and continuous improvement initiatives.

## Work Experiences

**blu by BCA Digital** - **Jakarta, Indonesia**                               Jan 2024 - Feb 2024

*Growth Acquisition Internship*

Blu by BCA Digital is a leading digital technology company that empowers businesses and individuals to thrive in the digital era.

- Successfully organized and executed the bluClass seminar for blu by BCA Digital, catering to an audience of over 200 people in the Telkom University area.
- Founded and led the bluAmbassadors program at Telkom University, fostering a community of like-minded individuals passionate about digital innovation.
- Contributed to the success of blu by BCA Digital's events by cleaning and preparing data, ensuring accurate insights and informed decision-making.

**Telkom Indonesia** - **Jakarta, Indonesia**                               Aug 2023 - Dec 2023

*Go To Market Internship*

Telkom Indonesia is a leading telecommunications company in Indonesia, providing a wide range of innovative digital solutions to individuals, businesses, and governments.

- Monitored and maintained the performance of Agree's platform, ensuring seamless user experience and identifying areas for improvement.
- Transformed complex data from app and cockpit monitoring into actionable insights, creating informative and engaging visualizations that facilitated data-driven decision-making.
- Designed and developed a compelling slide deck for customers, effectively communicating key findings and recommendations to drive business growth.
- Conducted in-depth market research and approached 25 potential buyers, identifying new business opportunities and expanding the company's customer base.

## Education Level

**Telkom University** - Bandung, Indonesia                               Aug 2021 - Feb 2025

*Bachelor Information System, 3.68/4.00*

## Organisational Experience

**Himpunan Mahasiswa Sistem Informasi Telkom University** - Bandung, Indonesia                               Jun 2023 - Jan 2024

*Staff of Academic and Research Department*

- Successfully contributed to two key programs in the Academic, Research, and Technology department, including Responsi and the "Satu Hati" general lecture series.
- Spearheaded the organization of the Responsi UTS event, which attracted over 200 students across 4 courses, spanning 3 days, and demonstrated exceptional project management skills.

## Skills, Certification & Other Experience

- **Soft Skills**: Adaptability, Teamwork, Problem Solving, Communication, Analytical Thinking, Time Management,  Fast Learner
- **Certification**: Alibaba Cloud Certification - Alibaba Cloud Certified Associate Business User (2024), Course Dicoding - Belajar Dasar Structured Query Language (SQL) (2023)
- **Projects**: bluClass Digital Cash Stuffing Webinar "Let's Get Rich and Prosper" (2024), bluAmbassador Telkom University (2024)
- **Hard Skills**: Python, SQL, Tableau, Data Visualization, Data Analysis, Big Data, Machine Learning