

# NAUFAL RIZKY RADEA

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A highly motivated fresh graduate in Business Management from Telkom University, he possesses a strong foundation in business strategy and process optimization. Proven in leading research project and leadership activities, he is eager to contribute to the company's success, foster business growth, and cultivate high-performing teams.

## EDUCATION

**Telkom University**, Kota Bandung

**Sep 2020 – Sep 2024**

*Bachelor of Business Management in Telecommunication & Informatics (S1 MBTI)*

GPA 3.76 of 4.00

Relevant Course: Project Management, Big Data Analytics, Strategic Management

## INTERNSHIP EXPERIENCE

**CoE Digital Business Ecosystem Telkom University**, Kota Bandung

**Aug 2024 – Jun 2025**

*Research Facilitator of WRAP Researchship Batch 2024/2025*

- Led a research initiative of 20 students to publish a Scopus-indexed paper in the fields of Big Data & Blockchain.
- Implemented Agile bi-weekly meetings, identifying key milestone and addressing project concerns.
- Achieved 85% success rate in research completion, with research paper published on IEEE Xplore on the first attempt, showcasing strong team management and problem-solving skills.

**School of Economic & Business Telkom University**, Kota Bandung

**Sep 2023 – Jun 2024**

*Practicum Assistant of Big Data Analytics & Data Management Courses*

- Delivered 9 Big Data practical sessions to 60+ students, guiding them through financial network analysis, market trend clustering, and social media text mining to address real-world business challenges.
- Conducted 12 Data Management practical sessions for 60+ students, teaching Entity Relationship Diagram (ERD) and Business Process Modeling Notation concepts for business process optimization.

## LEADERSHIP ACTIVITIES

**Social Computing Big Data Laboratory**, *Head of External Division*

**Aug 2023 – Aug 2024**

- Successfully pioneered an Open Recruitment for new 19 SCBD 2024 members.
- Oversee committee performance, timeline achievement, and schedule the committee's External weekly meeting.

**Dewan Perwakilan Mahasiswa**, *Staff of Badan Aspirasi*

**Mar 2023 – Dec 2023**

- Conducted INSPIRASI (*Interview Aspirasi*) program, collecting weekly students' aspiration and concerns effectively.
- Organized socialization of the SIAP website (Quick Aspiration System) to encourage student engagement.

## RELEVANT PROJECTS

**Electric Vehicle Population Analysis**, *Self-Initiated Project*

**Jul 2025**

*Link: <https://bit.ly/EVAnalysisNaufal>*

- Analyzed the growth trends of BEV & PHEV, identifying dominant EV brands & assessing CAFV eligibility impact.
- Developed actionable strategic recommendation for both brands and regulators to boost consumer trust & market growth.

**Customer Churn Analysis on Telco Industry**, *Self-Initiated Project*

**Mar 2025**

*Link: <https://bit.ly/TelcoChurnStrategicMgtNaufal>*

- Analyzed customer churn of phone services using Tableau for visualize churn rates metrics.
- Applied Porter's generic strategies to design customer retention strategy.

## SKILLS

- Soft Skills: Leadership, Analytical Thinking, Team Management.
- Hard Skills: Project Management, Process Optimization, Strategic Management (SWOT & Porter's Generic Strategy).
- Ms. Excel (Excel Skills for Data Analytics & Pivot Table) & Tableau (Data Visualization & Dashboard Creation).
- Python (Financial Network Analysis), ChatGPT (Business Reports, Data Analytics Optimization).