

Feby Khoerur Rijal Rosyid

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[LinkedIn](#) | [Portfolio](#) | Bandung, West Java (Open to Relocate)

About Me

I am an analytical thinker dedicated to leveraging data-driven strategies to optimize business outcomes. With over a year of experience as a Business Analyst in the retail sector, I successfully developed strategies that resulted in a 20% increase in sales through comprehensive data analysis using Spreadsheet, SQL, Python, Tableau and effective collaboration with stakeholders. To further enhance my analytical skills, I pursued advanced training in data analytics and tools through a Data Analyst course at RevoU. I excel in translating complex data findings into actionable insights, and I am passionate about contributing to innovative, data-driven teams that drive business growth and success.

Education

RevoU

May 2024 - Sep 2024

Full Stack Data Analytics

Grade: 96.97 / 100

Completed a data analytics program covering data cleaning, EDA, data modeling, and visualization using tools like Google Sheets, SQL (BigQuery), Python, Tableau, and Power BI. Assessed through tests, assignments, and a Data End-to-End Portfolio Project (DEEPP).

Universitas Pendidikan Indonesia

Sep 2016 - Oct 2020

Bachelor of Education, Family Welfare Education

GPA: 3.71 / 4.00

Working Experiences

Production Manager, PT. Samiaji Tekstil

Aug 2022- Present

- Analyzed production data to monitor the entire process, improving production consistency by 15%, while generating regular reports to assist management in optimizing decision-making and ensuring timely, high-quality output.
- Implemented data analytics tools to identify and resolve operational inefficiencies, increasing production efficiency and reducing costs by 15%, while leveraging predictive analytics to forecast production needs and accelerate processes.
- Collaborated with cross-functional teams to integrate data analysis into workflows, improving operational effectiveness by 20% and ensuring timely project completion, while creating data visualization dashboards to provide stakeholders with insights into production performance and efficiency.

Business Analyst, CV. Argy Berkat Naga Jaya

Apr 2021 - Jul 2022

- Developed and implemented data-driven strategies by identifying key trends and growth opportunities, contributing to a 20% increase in sales and enhancing revenue through targeted interventions in key business areas.
- Created and managed a dashboard using Spreadsheet and Google Slides independently delivering clear and actionable insights to stakeholders, which resulted in an approximate 10% increase in operational efficiency.
- Collaborated with cross-functional teams by creating dashboards to review business performance, ensuring effective tracking of business performance metrics and contributing to overall organizational success.

Adm. and Community Empowerment Prevention Staff, BNN Prov. Jawa Barat (Internship)

Dec 2018 - Feb 2019

- Collected and analyzed data from community empowerment programs focused on drug prevention, engaging over 10 community members and contributing to a 10% reduction in drug-related incidents, while delivering structured reports to stakeholders with insights and recommendations to enhance program effectiveness.
- Monitored and evaluated the performance of over 5 community outreach events, identifying trends and areas for improvement, and providing data-driven recommendations to increase community engagement and operational efficiency.

- Conducted post-event analysis to measure the effectiveness of outreach initiatives, utilizing feedback and participation data to create a safer environment and increase stakeholder engagement by 15%, while optimizing resource allocation based on data analysis.

Project Experiences

Shopping Trends Analytics for Uniqlo in the United States, RevoU

Sept 2024

- Identified a 5% decline in total sales from the spring to the summer season. Developed targeted strategies and set objectives to increase sales in the following summer by utilizing customer segmentation techniques, focusing on key customer segments to enhance marketing efforts.
- Conducted thorough data cleaning using spreadsheets and exploratory data analysis (EDA) to identify factors influencing total sales. Key variables were analyzed, and customer segmentation was performed using the RFM (Recency, Frequency, Monetary) model, ensuring data accuracy and creating a robust segmentation strategy aimed at boosting customer retention and acquisition.
- Generated critical insights revealing that senior customers, potential loyalists, and at-risk segments—particularly male customers—were the top contributors to summer season sales, representing 20.24% and 24.7% of total sales, respectively. These insights were visualized through interactive dashboards in Tableau, providing actionable recommendations to inform strategic marketing decisions.
- Delivered tailored recommendations for each customer segment based on data-driven insights, with a focus on optimizing retargeting ads, enhancing loyalty programs, and implementing personalized campaigns, such as upselling and cross-selling, to maximize customer lifetime value and increase total sales in following summer.

Additional Information

Technical Skills: SQL, Python, Spreadsheet, Tableau, Power BI
Soft Skills : Problem Solving, Analytical Thinking, Communication, Adaptability, Collaboration

Certification:	1. <u>Certificate of Achievement Full Stack Data Analytics</u> , RevoU	Issue Sep 2024
	2. <u>Certificate of SQL (Basic)</u> , HackerRank	Issue Oct 2024
	2. <u>Certificate of Excel and Google Sheet</u> , Karier.mu	Issued Mar 2022
	3. <u>TOEFL ITP</u> , EnglishVit	Issued Sep 2024 - Sep 2026