

# AMMAR MUZAKI MAFTUH

## Data Analyst

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### SUMMARY

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I am a dedicated and committed Data Analyst and Data Scientist with a strong sense of integrity. With expertise in data analysis, problem-solving, and customer relations, supported by skills in Data Science, Excel/SQL, Python, Data Visualization and Cloud Computing (GCP) enable me to deliver insightful analytics and drive data-driven decisions. I am committed to utilizing my experience and technical proficiency to contribute effectively to any data-driven environment.

### WORK EXPERIENCE

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#### Mitracomm Ekasarana 2 Ltd

Supervisor Fraud Promo Tokopedia Project

(August, 2023 – March, 2024)

- Supervised and managed a team of Desk Control, Workforce Management and Team Leader to ensure accurate and timely analysis of customer service data.
- Analyzed incoming traffic ticket data, identify patterns, trends, and areas for improvement.
- Utilized data insights to propose and implement strategies for optimizing customer service processes.
- Consolidated with the team to implement process improvements that positively impact response times and customer satisfaction.

#### Mitracomm Ekasarana 2 Ltd

Desk Control ODR Log-Fraud Promo Tokopedia Project

(May, 2022 – July, 2023)

- Arranged short and long range analysis plans and recommended changes in daily and long-term strategy to meet Key Performance Index in Daily, Weekly and Monthly by providing data performance indicators.
- Measured numerous real time metrics, floor operations and performance indicators by real time data metrics at intervals level in real-time, ticket in and ticket out volumes, average handle times, response times, agent availability, and customer satisfaction metrics.
- Provided strong analysis and implemented effective crisis management, I managed to contribute to maintaining a critical achievement floor and **Awarded Best Desk Control of The Month**.

#### Mitracomm Ekasarana 2 Ltd

Desk Control ODR Log-Fraud Promo Tokopedia Project

(May, 2021 – March, 2022)

- Responsible for served the best service for Priority Users of Tokopedia by implementing Tokopedia Care Core Value, namely FIRST, an abbreviation of Friendly, Proactive, Simple, and Trusted.
- Achieved the Key Performance Index (KPI) target set by the company with Excellent Scorecard in 3 months.
- **Achieved Best Handling CFS** for helping customers issues about long shipping by explaining and providing the best solutions. Ensuring that they are handled according to company guidelines and policies.

### PROJECT EXPERIENCE

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- **AWS SaaS Profit Analysis**

Discount utilization was a critical aspect of AWS SaaS Sales strategy, impacting overall profitability. The company aimed to assess the effectiveness of its discounting strategy and its implications on profitability across countries and products. The analysis revealed how discounts impacted profitability, especially in underperforming areas, showing that high discounts often didn't lead to profits, with some cases showing negative profits despite substantial discounts.

[Project Link](#)

- **A Bank Marketing Campaign Analysis**

This project focused on analyzing and optimizing a bank's marketing campaign for fixed-term deposits using machine learning techniques. The primary objective was to develop a predictive system that accurately forecasted whether a customer would subscribe to a term deposit based on historical data and customer behavior. A Gradient Boosting Classifier was chosen and fine-tuned, achieving a score of 0.9123 with a threshold optimized at 0.79.

[Project Link](#)

- **Ur.PET - Your Personal Expense Tracking Program**  
A Python program for tracking personal expenses, called Ur.PET, was developed. It realized the value of building atomic habits by empowering users to set daily spending targets and carefully record their transactions. This fostered mindful spending habits and financial awareness, thereby contributing to long-term financial well-being.  
[Project Link](#)
- **World Development Indicators Dashboard**  
Created a dashboard for analyzing global population health indicators from the World Development Indicators in Looker Studio. Through data cleaning and visualization, I highlighted key trends to make complex metrics accessible for stakeholders.  
[Project Link](#)
- **Automobile Sales Dashboard**  
Created a dashboard analyzing automobile sales data in Looker Studio to help visualize key sales trends. By cleaning and organizing the data, I highlighted crucial metrics, making it easy for stakeholders to explore performance across different categories.  
[Project Link](#)
- **Tableau Visualization**  
Created multiple visual data with Tableau, providing analysis and insights on AWS SaaS and Airbnb.  
[Project Link](#)

EDUCATION

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- **Purwadhika Digital Technology School** (March, 2024 - October, 2024)  
Data Science & Machine Learning
- **Walisongo State Islamic University** (August, 2015 - June, 2019)  
Bachelor of Law, GPA 3.93

LICENSES & CERTIFICATION

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- **Alibaba Cloud** (September, 2024)  
[Alibaba Cloud Certified Associate Cloud Computing](#)
- **Coursera** (July, 2024)  
[Business Analysis & Process Management](#)
- **Microsoft** (July, 2024)  
[Microsoft Security, Compliance, and Identity Fundamentals](#)
- **Bitlabs Academy** (June, 2024)  
[Applying Basic Data Analytics for Data Analysts](#)
- **Stanford Online** (June, 2024)  
[Supervised Machine Learning: Regression and Classification](#)

SKILLS

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|----------------------|------------------------|--|
| ● Python Programming | ● Salesforce Lightning | ● Statistical Data Analysis                                    |
| ● Data Analyst       | ● Data Science         | ● SQL Based  |
| ● Data Wrangling     | ● Data Visualization   | ● Operating Microsoft Office Package (include Microsoft Excel) |