AMMAR MUZAKI MAFTUH

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Summary

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. Please, visit my Portfolio here.

Experiences

Mitracomm Ekasarana 2 Ltd   Semarang, Indonesia
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   Semarang, Indonesia
Desk Control ODR Log-Fraud Promo Tokopedia Project   May, 2022 – July, 2023

- Arranged short and long range analysis plans and recommend 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   Semarang, Indonesia
Customer First Squad R3 Priority Buyer Tokopedia Project   May, 2021 – March, 2022

- Responsible for served the best service for Priority User 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.

Education

Walisongo State Islamic University   Semarang, Indonesia
Bachelor of Law, Criminal Law, GPA 3.93   August, 2015 - June, 2019
The Best Graduate at the 75th Graduation Ceremony in August 2019

In Formal Education

Digital Talent Incubator, Data Scientist   Batam, Indonesia
Purwadhika Digital Technology School   March, 2024-present

- Studied the fundamentals of Data Science and conducted data analysis, including data extraction from databases and visualization, utilizing Python, SQL, and Tableau.
- Mastered fundamental theories and practical implementation of machine learning algorithms with Scikit-Learn in

Python. This includes feature engineering, optimization techniques to enhance model performance, and simulating the deployment of machine learning models.

- Gained proficiency in big data, understanding its characteristics, and applications in data analysis. Acquired hands-on experience using big data processing tools on the Google Cloud Platform (GCP).

Basic Data Analytics, Data Analyst   Online, Indonesia
Bitlabs Academy   July, 2024

- Conducted data cleaning and performed qualitative and quantitative data analysis using Google Studio for Data Visualization.
- Developed valuable insights and mastered data storytelling.

Supervised Machine Learning: Regression and Classification   Online, Indonesia
DeepLearning.AI & Stanford University   July, 2024

- Built machine learning models in Python using popular machine learning libraries such as NumPy and scikit-learn.
- Developed and trained supervised machine learning models for prediction and binary classification tasks, including linear regression and logistic regression.

Volunteer

Indonesian Legal Aid Foundation   Semarang, Indonesia
YLBHI-LBH Semarang as a Trainee   August, 2019

Trained to have skills to assist civil society in resolving land disputes, covering various aspects of land dispute resolution, including relevant laws, negotiation techniques, and legal documentation. From the legal aid training provided, I was able to contributed to providing a mutually agreeable settlement option.

Skills & Project

Technical:

- Data Science
- Data Analysis
- Python

- SQL Based
- Salesforce Lightning
- Data Visualization (Tableau, Looker Studio)

- Communication for Negotiation
- Public Speaking
- Operating Microsoft Office Package (include Microsoft Excel)

Language: English (TOEFL: 513), Familiarity with Arabic Language.

Latest Project :

1. **Bank Marketing Campaign using Machine Learning : Classification**   July, 2024
   Developed and analyzed marketing strategies for a bank to promote its products, particularly term deposits, using machine learning models and Google Cloud.

2. **AWS SaaS Profit Analysis**   June, 2024
   Led a comprehensive analysis on the profitability impact of discount strategies across different countries and AWS SaaS product lines, identifying key factors that influence financial outcomes. This project involved detailed assessments of discount utilization to optimize pricing strategies, enhance profitability, and support strategic decision-making in low-profit regions and products.

3. **Ur.PET - Your Personal Expense Tracking Program**   April, 2024
   Developed "Ur.PET," a Python-based personal expense tracking program inspired by the principles from James Clear's "Atomic Habits." This tool assists users in setting daily spending targets and recording transactions to promote mindful spending and enhance financial awareness, ultimately contributing to improved long-term financial health.