

# Achmad Nafila Rozie

Indonesia

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## WORK & LEADERSHIP EXPERIENCE

### Flip (PT Fliptech Lentera Inspirasi Pertiwi)

Jakarta, Indonesia

Data Analyst

Jan'22 – Present

- **Product and Fraud Analyst**
  - Conduct and monetize the top 1% of transacting users, leading to a remarkable 95% reduction in net loss for this segment
  - Identified and implemented patterns to increase refund automation, resulting in a notable improvement from 40% to 75% automation rate and reducing headcount by 33%-50%.
  - Developed robust parameters to proactively identify and mitigate instances of abuse and promotional hunting, resulting in substantial cost savings of IDR 100 million+ in 2022.
  - Executed and analyzed A/B Tests to optimize product conversion on digital platforms
- **Marketing Analyst**
  - Provided machine learning model to identify next-month churned potential for referral users, reducing the time to insight by +95% (from 60 to 3 days) to capture next-month retention.
  - Provided CLTV (Customer Lifetime Value), CAC (Customer Acquisition Cost), RFM (Recency, Frequency, Monetary), AHA Moment, and other core metrics at the company level. Further, these metrics became key parameters for cross-selling and up-selling to existing customers.
  - Designed and maintained RFM Metrics, resulting in reduced CAC by 19% into new user that came from Referral

### PT. Toyota-Astra Motor

Jakarta, Indonesia

Assistant Project Manager

May'19 – Jan'22

- **Mobility (Car Usership):** Explore a new alternative business model related to the mobility area
  - Conducted comprehensive market research and feasibility studies for potential new mobility business ventures.
  - Developed a business feasibility report outlining market analysis, enablers, and requirements for successful implementation.
  - Identified opportunities through improved station availability, resulting in a 17% usage rate growth in the following quarter.
- **Big Data and Analytics:** Enable data-driven culture through several initiatives with the BOD (Board of Directors), General managers, and Division business users of 40+ individuals as follows:
  - Utilized SQL and R to perform data preparation, machine learning development, and analysis of 2 million+ vehicle sales and service data.
  - Initiated and created 5 Standard Operating Procedures (SOPs) to standardize data management practices across 18 divisions, fostering collaboration and preventing data silos.
  - Led workshops, training sessions, and curriculum development for 70+ business users, equipping them with Power BI and introducing them to big data tools such as Denodo and Data Catalog.

## EDUCATION

### Institut Teknologi Sepuluh Nopember

Surabaya, Indonesia

Bachelor of Science in Industrial Engineering

Sep'15 - Mar'19

GPA: 3.43 / 4.00 | **Final Project:** Machine Learning Model Comparison Analysis to predict Churned Customer Probability using Data Mining for Telco Customers.

## SKILLS & TOOLS

**Technical Skills:** Data Analytics - LiteSQL & Big Query, Python, Redash, Looker Studio, PowerBI, Tableau(basic)

**Data Engineering** - DBT, HTML, Java(basic), CSS, ReactJS (basic)

**Analytic Platforms:** Amplitude, Appsflyer, Braze.

**Handled Product:** Product, Marketing, Fraud.

## CERTIFICATES AND TRAINING

### 1. Software Data Engineering - Pacmann Indonesia

Feb'23 - Jan'24

1-year program to learn about software & data engineering to build an end-to-end data engineering solution.

### 2. Data Scientist with Python - Datacamp

Nov'22 - Jan'23

A career path to becoming a data scientist that consisted of 96 hours of data science course with 6 projects and 3 skill assignments. Start from ETL, data manipulation, until machine learning

### 3. Machine Learning & Visualization Specialization - Algoritma DS School

Aug'20 - Oct'20

Intensive Bootcamp about machine learning, statistics, data processing, & data visualization

### 4. Toyota Business Practice - PT Toyota-Astra Motor

May'19 - Apr'20

1-year project-based training that taught how Toyota finds & solves problems that consist of an 8-step the problem-solving process starts with identifying the problem, proposing the countermeasure, and monitoring the solution.