# Achmad Nafila Rozie

Indonesia

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## WORK & LEADERSHIP EXPERIENCE

**Flip (PT Fliptech Lentera Inspirasi Pertiwi)**                                                  **Jakarta, Indonesia**
*Data Analyst*                                                                                                          Jan'22 – Present

- Become a SME (Subject Matter Expert) in the marketing and product team (b2c segment).
- In charge to deliver analysis, handle & maintain both marketing and product metrics with outcomes:
  - ***Product (and Fraud)***
    - Delivered analysis that convinced stakeholders to reactivate b2c paid product. This resulted in boosting b2c revenue by 30% per month.
    - Conducted top 1% transacting user analysis. Led to reduce 95% net loss for this segment.
    - Identified pattern to increase refund automation process. Led to improved automation refund process from 40% to 75%, reduced headcount by 33%-50%.
    - Identified cheaper routing process that was able to save up to 10% monthly B2C expense.
    - Created 7 base parameters in identifying abusers and promo hunters; led to saved IDR 100 million+ rupiahs per 2022
  - ***Marketing***
    - Provide CLTV, CAC, RFM, AHA Moment, and other core metrics for the company level. This resulted in becoming a core parameter in cross-selling/ up-selling to existing customers.
    - Provide churned predictions for a referral. It resulted in reducing time to insight up to +95% (from 60 to 3 days) to capture m1 retention (referral)

**PT. Toyota-Astra Motor**                                                                                    **Jakarta, Indonesia**
*Big Data and Mobility Project Manager*                                                                    May'19 – Jan'22

- **Big Data and Analytics:** Worked with the BOD (Board of Directors), General managers, and Division business users of 40+ individuals to enable data-driven culture through several initiatives as follows:
  - Initiated & created 5 SOPs and standardized 38 data marts across 18 divisions to achieve shared understanding and enable automation;
  - Led and managed the workshop, training, & curriculum development for 70+ business users about Power BI & Introduction to big data tools (Denodo, Data Catalog);
  - Performed SQL and R in assisted data preparation, & machine learning development into 2 millions+ vehicle sales and service data to adopt recommended strategies to increase retention & more targeted campaign activities.
- **Mobility:** Following the new direction of C-Level in order to explore a new alternative business that is still related to the core DNA of Toyota-Astra Motor, vehicle and broad service area.
  - Developed market research & feasibility study of potential new mobility business
  - Provided 360' analytics toward new mobility business initiative (Result: business feasibility report, market, enabler, and the requirement to conduct the business)
  - Proposed & Improved the business process based on customer pain points (Impact: 17% usage rate growth in the next quarter)

## 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 -** Big Query, Python, Redash, Looker Studio, Tableau | **Data Engineering -** MySQL, ReactJS (basic), Java(basic), Airflow (basic) | **Analytic Platforms**: Amplitude, Appsflyer, Braze.
**Handled Product:** Product, Fraud, and Marketing.

## CERTIFICATES AND TRAINING

**1. Software Data Engineering - Pacmann Indonesia**                                              Feb'23 - Jan'24
    1-year program to learn about software engineering and 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.