

ERIZAN ALDI PRATAMA

+62 852 1998 1613 | aldierizann@gmail.com

<https://www.linkedin.com/in/erizanaldi/>

Erizan is an experienced data analyst from Tokopedia with a strong background in analyzing complex datasets to drive business decisions and solve challenging problems. Proficient in utilizing advanced statistical techniques, and predictive modeling to uncover trends and patterns. Collaborative team player with a strong ability to bridge the gap between technical analysis and business strategy.

SKILLS

Technical Skills

- **SQL:** Strong knowledge of SQL for querying and extracting data from databases.
- **Programming Languages:** Proficiency in languages such as Python for data manipulation, analysis, and modeling.
- **Data Visualization:** Ability to create informative visualizations using Tableau or Looker Studio.
- **Analysis and Modeling:** Proficiency in linear and logistic regression, time series analysis, clustering and classification algorithms for segmenting data, A/B test.

Soft Skills

- **Problem-Solving:** Strong analytical and critical thinking skills to tackle complex data challenges.
- **Attention to Detail:** Thoroughness in data analysis, cleaning, and reporting to ensure accuracy.
- **Communication:** Effective communication skills to convey findings and insights to technical and non-technical stakeholders.
- **Collaboration:** Ability to work in cross-functional teams and collaborate with colleagues from various backgrounds.

PROFESSIONAL EXPERIENCE

TOKOPEDIA

2021 – Present

Data Analyst

Jakarta, Indonesia

- Conducted A/B testing to improve the promo strategy to ensure the coupon given to the new customers has the optimal performance.
- Optimized 20% cloud cost spending on Tokopedia by creating monitoring tools, datamart and automation reports.
- Created and deployed innovative data products every semester to deliver proactive insights and actionable recommendations to business units, fostering data-driven decision-making within the company.
- Developed a customer segmentation model to determine user's profitability, purchase behavior and promo targeting for Digital Goods and Tokopedia PLUS business unit.
- Collaborated with the FP&A team to optimize free shipping and other promotion strategies, resulting in an increase in overall revenue.
- Created daily and monthly automated reporting solutions for executives using Tableau and Airflow to monitor key performance metrics across business units.
- Leveraged Tableau's and Looker Studio advanced visualization capabilities to present customer behavior, and key performance metrics, facilitating informed decision-making across the organization.

ACHIEVEMENT

1st Rank National Science Olympiad

2015

- 1st winner of chemistry Olympiad on regional level held by the Ministry of Education.

3rd Rank Jakarta National University Chemistry Olympiad

2015

- 3rd winner of chemistry Olympiad on national level held by Jakarta National University.

Karawang Cerdas Scholarship Awardee

2018

- Scholarships provided by the Karawang government for local students.

Make It Happen Make It Better Awardee

2022

- Received an award from Tokopedia's CEO for outstanding achievement to always make it happen and make it better.

EDUCATION

B.Sc Chemistry, Bandung Institute of Technology

2016 – 2020

Organic Chemistry Natural Product Isolation

Bandung, Indonesia

- Graduated with a highly satisfactory predicate.
- Relevant Coursework: Computational Chemistry, Organic Chemistry, Analytical Chemistry.

ORGANIZATIONAL EXPERIENCE

Himpunan Mahasiswa Kimia ITB

2018

Head of Publication and Documentation on MPAB Event

- Responsible for carrying out student orientation, especially in delivering important information to students and other members and led 10 people in the team.

TRAINING AND CERTIFICATION

- ISO 14001:2015 Environmental Management System
- ISO 45001:2018 Occupational Health and Safety Management System
- ISO 9001:2015 Quality Management System
- EFSET English Certificate 75/100 (C2 Proficient)
- Intermediate SQL Certificate by HackerRank
- Analyzing Business Data in SQL by HackerRank
- Systematic Thinking in Predictive Model