

# AMIRAH FARAH FAWZIYYAH

+62 81392413411 | [amirah.farah.f@gmail.com](mailto:amirah.farah.f@gmail.com) | [www.linkedin.com/in/amirahff](https://www.linkedin.com/in/amirahff)

## Education

Universitas Gadjah Mada, Indonesia  
Computer Science – Graduated in 2/2017  
GPA 3.75/4.00

University of Limerick, Ireland  
Autumn Semester 2015/16 GPA  
3.64/4.00

## Skill

**Language:**  
SQL, Python, R, DAX, C++

**Analytics:**  
Bigquery, Tableau, Metabase, Clevertap, PowerBI,  
SQL Server Integration Services, SQL Server  
Analysis Services, Azure, Knime

## Professional Experience

### 1. Business Intelligence, Senior Associate, Shopee (2020-Now)

- Developing dashboard and creating queries and automation entailed.
- Making deep-dive analysis to support business resolving issues and doing a/b testing analysis.
- Making monthly budget projections for one of the business lines.
- Developing alert and scheduled jobs for the alert.

#### **[Shopee Games Funnel Analysis]**

Identified why shopee games players kept dropping. Analysis was done by breaking down the player types and saw their journey to spot the problematic parts.

#### **[Shopee Tanam Budget Projection]**

Monthly budget projection of Shopee Tanam based on how many of the plants will be planted, harvested, and used.

#### **[Shopee Games Floating Banner Analysis]**

Analyzed the most important entry point for shopee games : floating banner . Comparing the impact of games floating banner vs others, Looked at optimal allocation time and changing time.

#### **[Shopee Games Player Segmentation]**

Made a segmentation of shopee games player based on RFM.

### 2. Business Intelligence Analyst, GoJek (2019-2020)

- Making business recommendation based on analysis on various theme regarding product.
- Building dashboard and designing datamart structure and query as required
- Creating experimentation design and analyzing the experiment's result.
- Developing alert and scheduled jobs for the alert.

#### **[Item Recommendation]**

Designed Item recommendation based on frequently bought together items using apriori algorithm and analyzed the experiment done on item recommendation.

#### **[Repeat Order Feature]**

Observed the pattern of customer's repeat order, used the data to design repeat order feature in product and analyzed the result of experiment done on the repeat order feature.

#### **[User Persona]**

Created user segmentation based on user performance, price sensitivity, and shopping style using clustering.

#### **[Failed Integration Alert]**

Created alert to detect failed API integration with store partner in order to prevent successive events that could reduce customer experience.

#### **[Weekly Metrics Review Dashboard]**

Built an integrated dashboard that is used to monitor product's metrics performance on various sectors such as marketing, operations, strategy, etc.

### **3. Business Intelligence Analyst, PT Astra Honda Motor (2017 – 2019)**

- Gathering analytics requirement and understanding the business process to learn about the data characteristic and quality.
- Developing dashboard for routine monitoring and ad hoc reporting and testing the integration and user acceptance.
- Designing and executing the change management for analytics.
- Coordinating the SAP Master Data Management.

#### **[Digitalization for Marketing Directorate]**

Design dashboard used to monitor performance of the network partners and craft storyline for the dashboard to enable why-why analysis for Sales, Technical Service, Parts, and Logistic Division.

#### **[Customer Database Analytical Report]**

Design and built dashboard to observed customer profile based on demographic, purchasing pattern, service pattern to help improve repeat order and cross selling.

#### **[HR Enterprise Data Management]**

Design dashboard that enabled the searching of internal candidate to fulfill certain requirement (promotion, rotation, mutation, etc) from HR data.

#### **[Hotline Order Analysis]**

Analyzed the hotline order patterns for parts and assess the validity of the orders needed for process improvement regarding hotline order procedure.

## **Project**

**Classification of Insulting Comment in Social Commentary (Universitas Gadjah Mada, 2015).**

**Prediction of Lung Cancer Relapse on Microarray Gene Expression Data (Universitas Gadjah Mada, 2016).**

## **Achievement**

### **Finalist on Gemastik 7 (2014)**

Top ten on National Data Mining Competition held by Direktorat Pendidikan Tinggi Indonesia.

**1st and 2nd Place on Internal Universitas Gadjah Mada Competition (2014 & 2015) on Data Mining Category.**

## **Organizational Experience**

### **Division Head of Data Mining at OmahTI (2014-2015)**

Facilitated discussion session about data mining processes, methods, and practice for Universitas Gadjah Mada computer science students.