Mohd Arif Zafri bin Mohd Mokhtar

Business Applications Analyst - Data Analytics

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📍 Kajang , Malaysia in linkedin.com/in/m-arifzafri/

○ arifzafri106.github.io

Highly motivated and detailed-oriented candidate passionate about using data to improve business performance and customer experience. Skilled at leveraging data to develop actionable solutions to business challenges and utilizing data mining and data visualization to create meaningful insights. Technical aptitude and knowledge of programming languages, data analytics and data visualization.

🧠 Skills

| Microsoft Office | Tableau | Looker Studio | SQL | Python | Pandas | BigQuery |

💼 Professional Experience

Business Applications Analyst, *Deriv Services Sdn Bhd* 10/2021 – present
Malaysia

- Create and update dashboards using Tableau/Looker Studio to track key performance indicators (KPIs) and inform decision-making for the PayOps and Anti-Fraud teams.
- Utilized SQL (BigQuery) and Excel to analyze large data sets, loaded data into Looker Studio to develop visualizations and identify trends to monitor the performance and metrics of each payment processors.
- Increased credit card deposit success rate by 7% through data analysis and reporting.
- Developed SQL queries to extract data from BigQuery automatically on a weekly basis and loads it into Google Sheets, generating a list of clients who had difficulty making a deposit, enabling the customer service team to proactively call and assist these clients.

Mechanical Engineer, *One Ocean Environment Sdn Bhd* 05/2019 – 02/2021
Malaysia

- Designed the process of the temporary sewage treatment plant using Membrane technology which is the first used in Malaysia.
- Produced multiple technical drawings using AutoCAD, Inventor and SolidWorks for Various projects.
- Effectively lead and prepared relevant documentation for several projects such as equipment submissions and method statements for installation to be sent for approval with the government bodies and different Consultants.
- Managed a Sewerage Pump Station project which included responsibilities such as liaising with Consultants, Sub-Contractors and Main-Contractors, effectively produced multiple technical drawings and procurement of equipments required.

🎓 Education

Data Star Program - Data Engineer Certificate, *Center of Applied Data Science*   05/2021 – 07/2021
This certificate program provided a comprehensive introduction to the essential   Malaysia
skills required for a career in data analysis. Skills learnt as below:
- Python Programming
- Relational Database Design and Extract, Transform, Load (ETL)
- SQL and NoSQL
- Big Data Analysis with Apache Spark, Data Viz with Tableau

Bachelor of Mechanical Engineering (Hons.), *Universiti Tenaga Nasional (UNITEN)*   2015 – 2019
- CGPA: 3.35/4.00   Malaysia
- Dean's List [Semester 2, 17/18; Semester 1, 18/19; Semester 2, 18/19]

Foundation in Mechanical Engineering, *Universiti Tenaga Nasional (UNITEN)*   2014 – 2015
- CGPA: 3.21/4.00   Malaysia
- Dean's List [Semester 2, 14/15]

📁 Projects

Online Courses
- Completed Python Developer in 2021: Zero to Mastery - Udemy
- MySQL Tutorial for Beginners - Udemy
- Data Analysis with Python Course - Numpy, Pandas, Data Visualization - Udemy

Final Year Project
- Conducted simulation studies on microwave- assisted pyrolysis of biomass for bioenergy production with special attention on waveguide number and location.
- Published in Energy Journal Vol. 190 (2020) https://doi.org/10.1016/j.energy.2019.116474

Project Paplet – Saving The Planet One
- Involved in production of paplets using recycled paper which achieved "The Most Number of Booklet Made from Recycle Papers". by the Malaysian Guinness Book of records

UNITEN Robotics League 2017
- Created a Robot to be used at the Robot Battle competition

🌐 Languages

English   ● ● ● ● ●   Malay   ● ● ● ● ●