Ahmad Najmi Ariffin

As a data-driven leader passionate about transforming complex data into actionable intelligence, I empower organizations and communities with hands-on experience across public and private sectors. From PETRONAS to DOSM, I specialize in bridging technical innovation with business strategy to deliver measurable results.

Connect

✉ anajmiariffin@gmail.com | 💼 LinkedIn | 🌐 Portfolio | 🐙 GitHub (On-going Projects)

Work experience

Petroliam Nasional Berhad (PETRONAS) - `Executive, Industry Advisory`

July 2024 to Present

Lead end-to-end OGSE industry intelligence, driving market diagnostics, vendor analysis, and strategic insights for Malaysia's national oil company.

- Engineered **NarrativeGPT**, a local-LLM AI model, reducing narrative generation time by **~75%** and aligning outputs with PETRONAS' values to enhance communication consistency, leadership buy-in, and readiness for deployment.
- Reduced vendor risk analysis cycle time by **70%** by integrating an automated market intelligence platform into **VRIMACPro**, applying scoring-band risk criteria and timely data imputation, and implementing real-time **PN17 compliance alerts** to enhance proactive risk mitigation, strengthen regulatory compliance, and reduce exposure by **60–90%**, bolstering PETRONAS' market position.
- Designed scalable ETL data pipelines and BI dashboards for Project **SAMURAI**, improving talent pool accuracy and manpower visibility by **40%** by centralizing OGSE workforce data nationwide, enabling unified, data-driven workforce planning and ensuring compliance across the sector.
- Enhanced audit readiness and compliance oversight across **5,000+** active contracts by developing a **Conflict of Interest (COI) Detection Engine** that integrates relationship matrices with SWEC data for proactive risk identification and management.
- Curated and standardized **4,000+** OGSE vendor profiles and developed the **SONIC 2.0** platform, improving data accuracy and workflow efficiency by streamlining through SOP/TOR frameworks, interactive simulations, and data swimlane mapping for scalable analytics and decision-making.
- Partnered with government agencies, industry bodies, and cross-functional teams - MPRC, DOSM, and cross-divisional teams to drive the **Banci OGSE 2024 Census**, achieving a **100% response rate within 72 hours** by resolving stakeholder conflicts, standardizing data frameworks, and boosting participation through targeted advocacy and high-visibility platforms.

Main Skills: **Machine Learning**, **NLP**, **ETL Pipelines**, **Business Intelligence**, **Data Visualization**, **PowerBI**, **Power Automate**, **Automation**, **Web Scraping**

Department of Statistics Malaysia (DOSM) - `Statistician / Data Scientist`

March 2019 to June 2024

Co-architected Malaysia's national data infrastructure as part of Core Team Big Data Analytics, building platforms serving millions while supporting critical government decision-making.

- Co-led architecture of **OpenDOSM**, Malaysia's open data platform reaching **50K+ monthly users**
- Developed high-volume ETL pipelines and ML modules for **PADU/MySPC**, centralizing socio-economic data across ministries
- Created real-time national **COVID-19 dashboards** and spatial tools (**GoTrace Apps**) for field deployment
- Standardized BI delivery with **Metabase/Tableau/PowerBI**, boosting stakeholder insights by **80%**
- Built **SIIM** informal sector database, improving policy interventions through multi-agency collaboration
- **Reduced statistical report generation by 50%** through automation with R, Python, and Excel VBA

Main Skills: **Big Data Analytics**, **Open Data**, **Python**, **R**, **SQL**, **Data Visualization**

MyKetapang Group - `Founder`

August 2015 to Present

Founded digital solutions consultancy delivering digitalization and Data-as-a-Service (DaaS) to Malaysian businesses, actively contributing to Malaysia's digital transformation ecosystem.

- Delivered **50+ WordPress/CMS-based websites** and membership systems for local SMEs and NGOs
- Developed data-driven platforms integrating **ETL pipelines, dashboards, and GIS mapping**
- Spearheaded data analytics advisory with **predictive dashboards, customer segmentation, and data storytelling**
- Conducted training for **digital career portfolios and personal branding** strategies
- Implemented scalable web applications supporting subscription content, real-time registration, and reporting

Main Skills: **Digital Transformation**, **WordPress**, **Web Development**, **Digital Marketing**, **Project Management**, **Full-stack Development**

University of Malaya - `Project Officer / Research Assistant`

August 2011 to February 2019

Led performance analytics and research coordination at Malaysia's premier university, managing faculty KPIs while conducting ISI-indexed research.

- Coordinated **50+ national research workshops, conferences, and training events**
- Developed **KPI dashboards** tracking faculty research output, grants, and publications
- **Co-authored peer-reviewed publication** in *Quintessence International* (ISI-indexed) on digital dentistry precision
- Managed digital platforms and communication strategies for research dissemination and public engagement
- Collected precise measurement data contributing to advancing understanding of dental prosthetics

Main Skills: **Research Methodology**, **Statistical Analysis**, **Event Management**, **Academic Writing**, **Event Coordination**

Projects & Initiatives

Pinnacle Python: Continuous Learning Platform

April 2023 to Present

Curated educational repository supporting Python skill development for beginners to advanced developers.

- Created comprehensive tutorials and hands-on exercises for dynamic Python programming landscape
- Integrated **pandas, streamlit, and machine learning** modules for practical application
- Designed adaptive learning content for continuous skill development in data science

Automation Data Scraping API

March 2023 to Present

Developed automated data collection system using GitHub Workflow for real-time environmental monitoring.

- Built hourly **Air Pollutant Index (API)** scraping system since September 2023
- Implemented **free cloud-based automation** reducing manual data collection overhead
- Enhanced data accessibility for environmental policy and public health initiatives

Education

Universiti Malaya (UM) - `Master's in Applied Statistics`

2013 to 2016

Advanced statistical modeling and data science fundamentals forming the backbone of analytical expertise. Participated in HTMC Flagship Project focusing on Social Research and Dental Education Research.

Management and Science University (MSU) - `Bachelor's in Medical Science`

2006 to 2012

Comprehensive foundation in medical sciences including Epidemiology, Clinical Medicine, Public Health, Biostatistics, and Nutrition. Active member of High-Committee Medical Science Club.

National University of Malaysia (UKM) - `PhD in Health Economics (Pursuing)`

Present

Research focused on integrating data science, government policy, and healthcare activities through GIS technology application.

Certifications & Awards

- **AWS Cloud Practitioner** (2024)
- **Anugerah Perkhidmatan Cemerlang (APC)** - Excellence in Public Service (2021)
- **Big Data Analytics Certificate** - Yayasan Peneraju & Fusionex (2018)
- **SAS / RapidMiner Advanced Data Science** (2021)
- **PETRONAS Enterprise Compliance**: CoBE, Risk, Anti-Bribery, HSE, Competition Law (2024-2025)

"Empowering +Emotional Intelligence for a better future."