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PROFILE

Place & Date of Birth	: Jakarta, October 22 nd 1982
Status	: Married
Language Spoken and Written Proficiency	: Indonesia (native), English (good)
GPA	: 3.29 (scale 4.00)
Hobby	: Soccer & Photography

SUMMARY

Professional in consumer insight with specialties:

- Data Mining: sales report, churn rate, repurchase rate, customer mapping, etc.
- Research
- Customer Segmentation
- Modeling
- Geography Analysis

WORKING EXPERIENCES

Manager Market Knowledge & Insight : XL AXIATA, October 2013 - Now.

- Monitor customer perception toward XL and competitor's branding.
- Analyze business performance by using Teradata and Tableau.
- Retail insight. To monitor availability, visibility and advocacy among XL and competitors. Also get insight about programs retailer by competitors.
- Competitive intelligence. Gather information about competitor revenue, product, pricing and event.
- Running FGD. For concept testing and to understand market reaction toward XL's and competitor products.
- Tracking and monitoring customer satisfaction and loyalty by NPS.
- Running telesurvey (in-house) to monitor products acceptance and customer satisfaction.

WORKING EXPERIENCES

Manager CRM Analytic : EWAYS, December 2012 - September 2013. EWAYS is an outsource company providing an end-to-end solution and support for CRM initiatives.

- Responsible for work with clients to provide customer analytical and statistical modeling support.
- Apply statistical techniques to develop and deploy predictive models in support of customer acquisition, cross-sell, retention and win-back strategies
- Provide robust campaign back-end analysis, along with recommendations for future campaign enhancements.
- Manage and monitor analytic team to ensure team to meet target and objectives.

Manager Data Mining & Analytic : Customer Insight, AstraWorld, November 2007 - December 2012

- Formulize maintenance reminder service program (MRS). The program is to invite customers to service at Astra branches. AstraWorld will contact predicted customers via phone call or SMS.
- Modeling lead management program (LM). LM is a program to select potential customer who potentially repurchase in Astra branches. Potential customers will be contacted by call center agents and salesman.
- Analyze product and service quality management. By this analysis, complaints will be good information to improve Astra services, both sales and workshop service.
- Provide analysis to Astra branches. The analyses are customer profile, sales report, customer segmentation, customer mapping, etc.
- Project leader of Astra Geography Information System (AGIS). The system will support all Astra branches to know customers position and find potential area as a good target market.
- Conduct research (both qualitative and quantitative research) and data mining to find consumer insight to support marketing strategy for automotive business.

Delivered Projects in AstraWorld :

- ✓ Astra Geography Information System
- ✓ Dealer Customer Satisfaction & Loyalty of HONDA (face to face interview)
- ✓ Front Liner Performance of HONDA (mystery shopping)
- ✓ Product Acceptance PEUGEOT 207 (in depth interview)
- ✓ Product Bundling between Daihatsu & GARDA OTO (focus group discussion)
- ✓ Free Labor Service of TOYOTA (telesurvey)

Market Risk Staff : Risk Management, PT Bank Bukopin, 2006 - 2007

- Provide portfolio analysis.

Data Analyst : Customer Insight, Frontier Consulting, 2004 - 2006

- Responsible to conduct both quantitative and qualitative research, especially consumer good products. Managed research from arrange questionnaire, analyze data and make a report.

EDUCATION

University	Bogor Agriculture University (IPB)
2000 - 2004	Faculty of Mathematics and Natural Sciences. Major : Statistics
Senior High School	SMUN 91 Jakarta
1997 - 2000	
Junior High School	SMPN 199 Jakarta
1994 - 1997	

SKILL

Seminars	Negotiation Skill, Problem Solving & Decision Making Product & Pricing Customer Relationship Management Churn Rate Management Research for Pricing Strategy Customer Experience Strategy
Hard skills	SPSS, Clementine, SAS (Statistic tools) ArcView Microsoft Office

ORGANIZATIONS

Head of BIPARTIT in AstraWorld (2009 - 2013)
Leader of Ikatan Karyawan AstraWorld (2011-2013)
Leader of Family Gathering in AstraWorld (2009)
Member of Gamma Sigma Beta
Science Coordinator of IHMSI

Leader or Statistic Workshop