

# FANNISA FAHMI

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Website Portfolio: <https://ffannisa-portfolio.vercel.app/> | LinkedIn: <https://www.linkedin.com/in/fannisa-fahmi/>

## EDUCATION

### Singapore University of Technology and Design (SUTD)

*Bachelor's degree in Engineering (Engineering System and Design)*

**Singapore**  
**Sep 21 to May 25**

- Specialising in Business Analytics and Operations Research, Supply Chain and Logistics

### Nanyang Technological University (NTU)

*Summer Program*

**Singapore**  
**Jun 22 to Jul 22**

- Completed 2 courses: CS2400 – Foundation of Info Analytics and EE4483 – Artificial Intelligence and Data Mining

## WORK EXPERIENCES

### PT. Welovesupermom Marketing Indonesia

*Internship, Insights*

**Jakarta, Indonesia**  
**Sep 25 to Present**

- Perform market research and data analysis using Excel and Python to generate reporting insights on regional data supporting crowd intelligence across Southeast Asia for parent-focused brands on consumer goods and beauty.
- Maintain data quality in social listening dashboard and assist in community outreach, event planning, and presentation materials.

### Digital Place Ventures Pte. Ltd.

*Internship, Research and Development*

**Singapore**  
**Aug 23 to Dec 23**

- Streamlined development workflows by enhancing codebase, fixing bugs, implementing feature updates, and optimising functions, reducing system processing time by 50%.
- Applied machine learning models to refine supermarket inventory system, achieving a 20% improvement in forecasting accuracy.
- Conducted research and data analysis to assess and enhance model performance, using Python and its Matplotlib library.
- Leveraged Google Cloud for VM access and team repository management, JIRA and Confluence for task coordination.
- Managed weekly tasks and progress tracking as Scrum Master and led new intern onboarding for seamless integration.

### PT. Indonesian Cloud, Cloud Computing Service Provider

*Internship/Apprenticeship, Social Media Analytics*

**Jakarta, Indonesia**  
**Dec 22 to Jan 23**

- Compiled and analyzed social media data to create accurate social media reports, focusing on sentiment analysis, demographic trends, issue identification, and performance analytics for external businesses and public figures.
- Presented findings through PowerPoint and Excel, delivering actionable insights to clients' strategic decision-making in branding, reputation management, and future campaign planning.

## ORGANISATIONAL AND CO-CURRICULAR ACTIVITIES

### Secretary – SUTD Mechanical Designer Club

**Feb 23 to Feb 24**

- Manage the club's record and membership registry and supported CAD design modelling workshops and events.

### Volunteer – Uni-Y Singapore, Y Craft it!

**Jul 23 to Nov 23**

- Engaged in volunteer activities through arts and crafts with intentional mentoring to nurture young children.

### Secretary – Wardaya Toastmasters Club

**Jan 19 to Nov 21**

- Planned and executed various toastmasters' meetings and events, managing administration and external communications.

## ACADEMIC PROJECTS

### Capstone Project: Predictive Analytics Dashboard – with Johnson Controls

**Sep 24 to Apr 25**

- Collaborated with cross-functional teams to create a predictive analytics dashboard integrating SAP and Salesforce data for performance tracking, featuring a Python forecasting model and key business metrics.
- Developed ETL pipelines and SQL queries in Snowflake for data processing, and Power BI dashboard for data visualization.
- Led end-to-end implementation, from defining KPIs to coordinating resources, ensuring business alignment for technical execution

### Investment Portfolio Simulation

**Mar 24 to Apr 24**

- Worked with a team to develop an interactive investment simulation tool to teach strategy creation through adaptive simulations for various risk profiles, asset allocations, and market conditions.
- Engineered front and backend using HTML, JavaScript, and Bootstrap, aligning project concept and execution.

### Sales Analytics and Forecasting Dashboard – with TSH Synergy PTE. LTD.

**Jan 23 to Apr 23**

- Collaborated with a team to create a sales visualization dashboard, encompassing a forecasting model utilizing R, prominent metrics, and a drill-down feature to accurately track monthly sales performance.
- Implemented backend development and data visualization using Highcharts Js, Python, HTML, and the Flask web framework

## ADDITIONAL INFORMATION

- Skills/Tools: Python, pandas, TensorFlow, SQL, R, RShiny, HTML, Microsoft Office (Excel, Word, PowerPoint), Julia, Highcharts Js, Power BI, Power Query, Google Cloud Platform, Snowflake, Git, Linux, JIRA, Confluence
- Languages: Fluent in English (Native/Bilingual Proficiency; IELTS 7.5) and Indonesian (Native Proficiency)