

- * Accelerated project delivery by **75%**, completing **3-month scope in 4 weeks**
- * Implemented interactive visualization dashboard for **real-time data quality monitoring**
- Developed production-grade ML infrastructure for time series forecasting:
 - * Built scalable Hierarchical Time Series (HTS) models achieving **70% accuracy** for KPI predictions
 - * Implemented automated model training pipeline using Apache Airflow
 - * Deployed models through MLflow with API integration for real-time predictions

Bukalapak.com

Sept 2018 - Dec 2020

Data Scientist

Individual Contributor

Bukalapak.com is one of Indonesia's largest e-commerce platforms, with over 4.5 million SME vendors, over 70 million monthly active customers, 1.9 million SME partners, and a USD 6 billion IPO.

- Collaborated closely with the Chief Operating Officer, senior business leaders, and three product managers to drive strategic initiatives in new customer acquisition, offline customer growth, and chat platform enhancement
- Delivered data-driven insights, designed high-impact business dashboards, and implemented fraud prevention strategies that improved platform security and elevated user satisfaction
- Designed and implemented advanced analytics frameworks to provide actionable insights into one of the organization's flagship features, enabling strategic decision-making for business teams to optimize campaign performance while maintaining e-commerce-grade standards of user retention, adoption, and experience:
 - Conducted in-depth analysis to identify key drivers of campaign success, highlighting areas for improvement and scaling opportunities.
 - Delivered tailored recommendations to enhance feature adoption and user engagement while safeguarding quality metrics, achieving a balanced improvement in both campaign reach and retention rates.
- Awarded "Best Innovative Product" at Bukalapak's 2019 Insightathon for developing a transformative product concept rooted in comprehensive quantitative and qualitative research. Presented this innovation as a centerpiece at the 2019 Hack-a-Thon, showcasing its potential to drive significant business impact.

Speakership Portfolio

List of Presentation Decks

<https://speakerdeck.com/fiqryr>

- Seminar, PKKMB Data Science Bachelor Degree 2025, "The First Step into the Universe of Insight", delivered at 2025-09-11, attended by 150+ participants, organized by Telkom University Indonesia.
- Seminar, AWS Summit Jakarta 2025, "Multi-agent Collaboration for Financial Services at Paper.id", delivered at 2025-08-07, attended by 4000+ in national and multinational participants, organized by Amazon Web Services, Ritz Carlton Pacific Place Jakarta, Indonesia (<https://aseansummit-jakarta.awslivestream.com/aim304/live/>)
- Webinar, Data Governance and Indonesian Personal Data Protection Act (UU PDP tahun 2022), delivered at 2025-03-20, attended by 15+ participants, organized by Evermos Indonesia.
- Corporate Training, AI in Banking at Bank Syariah Indonesia, delivered at 2024-12-30 and 2025-01-15, attended by 25+ participants per Officer Development Program & Senior Development Program batches, organized by Rakamin Academy.
- Talkshow, "Fortex 5.0", acted as speaker and moderator about AI and Workforce trends in Indonesia, attended by 100+ participants, including the dean, lecturers, and students, delivered at 2025-01-11, organized by Universitas Al-Azhar Indonesia.
- Judge, "Bitlabs Pitching Day 2024", managed to review AI and DS final project presentations, delivered at 2024-12-17, organized by Bitlabs Indonesia.
- Hackathon Judge, "Angelhacks Indonesia 2024", managed to review financial inclusion topic, delivered at 2024-07-28 organized by Angelhacks global and Grab Indonesia.
- Corporate Training, Data Analyst Program for IFG (Indonesia Financial Group), delivered at 2024-07-24, attended by 30+ participants, organized by Rakamin Academy.
- Seminar, Closing of "Garudahacks 5.0 Indonesia", delivered at 2024-07-13, attended by 100+ participants, organized by Garudahacks and Paper.id.

- Webinar, "Dataverse December 2023", "Generative AI for Self-Service Analytics", delivered at 2023-12-20, attended by Chief Technology Officer and data team of Mamikos.com.
- Webinar and Talkshow, "Harnessing the Power of Big Data and Artificial Intelligence: How Generation Z Can Contribute to Achieving SDGs", delivered at 2023-10-14, attended by 100 + participants, organized by Universitas Padjadjaran (South East Asia Scale).
- Corporate Training, Data Analyst Program for LKPP Indonesia (Policy Institute for Procurement of Goods/Services), delivered at 2023-06-22, attended by 30+ participants, organized by Rakamin Academy.
- Webinar, "The Asterism Fragments of Data Science", delivered at 2022-09-17, attended by 100+ participants, organized by Dies Natalis (Anniversary) of Institut Teknologi Telkom Purwokerto (ITTP).
- Workshop, "Dissecting a Programming Language: Python", delivered at 2022-08-15, attended by 100+ participants, organized by Ajaib x DQLab.
- Webinar, Problem Solving with Data Visualization", delivered at "2021-08-16", attended by 10+ participants, organized by Glints.com.
- Webinar, "Orchestrating The Stellar Journey", delivered at 2021-07-26, attended by 150+ participants, organized by SMA Kornita IPB Bogor.
- Webinar, The Role of Actuary Science and Data Science in Industry 4.0 Era", delivered at 2021-05-05, attended by 200+ participants, organized by Statistics Department FMIPA Universitas Tanjungpura.
- Talkshow, "Passion Playground Festival Vooya", delivered at 2020-11-28 and 29, attended by 200+ participants, organized by Vooya.ID.
- Webinar, Kickstart Your Data Science Career, delivered at 2020-11-15, attended by 80+ participants, organized by Bisasih Community Indonesia.
- Workshop, Data Science short-course in "BukalapakKeKampus Chapter UGM", delivered on May 2019, attended by 50+ participants - Bukalapak and Universitas Gadjah Mada.
- Workshop, "Deep Dive into Facebook Prophet Model", delivered on June 2019, co-hosted and was a speaker together with Dr. Ayu Purwariyanti, founder of Prosa.ai. Presented about time series analysis using the Facebook Prophet model for a gathering of 100+ attendees, organized by Indonesia R Community in collaboration with Machine Learning ID and Bukalapak.

Education

Universitas Padjadjaran

Sumedang, Indonesia

B.Sc, Statistics. GPA 3.54 / 4.00 (Graduated with Honors)

March 2018

Bachelor thesis: *The Application of Generalized Space Time Autoregressive Integrated (GSTARI) Model to Forecast Consumer Price Index in Four Cities of West Java Province*

Campus Activities:

- Top 3 of The Most Outstanding Students of the Faculty of Mathematics and Natural Science (FMIPA) 2015
- International academic delegate representing Indonesia at three prestigious conferences:
 - CISAK (Conference of Indonesian Student Association in South Korea) 2017, University of Science and Technology (UST) Daejeon, South Korea - Poster presentation on poverty reduction research
 - ISASC (Indonesia Student Association Scientific Conference), Osaka University, Japan 2017 - Oral presentation on economic policy research
 - IPYCEP (International Philippines Youth Cultural Exchange Program) 2013, Ateneo de Manila University & University of the Philippines - Cultural diplomacy and international relations
- Student governance leadership: Executive Committee Staff, Head of Legislative Committee, First Presidium at National Congress of IHMSI (Indonesian Statistics Student Association)
- Graduate research mentor: Thesis consultant and researcher for master's degree candidates in Statistics at Universitas Padjadjaran

Academic & Research Experiences

Adjunct Assistant Lecturer at Universitas Indonesia

August 2025 - December 2025

As an Adjunct Assistant Lecturer at Universitas Indonesia's Faculty of Economics and Business (FEB), Master of Accounting Program, I supported the Data Science for Business (ECEM801201) course under the guidance of Yudhistira Dharma Putra, S.E., M.Sc.

- Lead practicum sessions on Python programming and machine learning, applying analytical methods to real-world cases in finance, accounting, auditing, ESG reporting, and risk management
- Design and deliver hands-on coding materials and case studies that connect data science techniques with business and accounting decision-making
- Mentor students on practical implementation, bridging theory and practice to build both technical skills and critical thinking for professional application

Advisory Board Member at Universitas Padjadjaran

November 2021 - November 2022

Appointed as an Advisory Board Member for the Statistics Department, Faculty of Mathematics and Natural Sciences, Universitas Padjadjaran, which majorly contributes to:

- Suggest, recommend, and provide feedback about the department education curriculum by incorporating the latest industry-ready standards and the department identity and goal while implementing the OBE (Outcome-Based Education) method
- Compose and evaluate the implementation of a data science curriculum for the department

Guest Lecturer at Universitas Negeri Malang

December 2022 - January 2023

- Course *Computational Thinking*, attended by 50+ master degree students Faculty of Mathematics and Natural Sciences Universitas Negeri Malang. Lecturer class of Deny Setiawan, M.Pd.
- Topics were about the introduction of artificial intelligence and its implementation in student's majors.

Guest Lecturer at Institut Teknologi Bandung

April 2021

- Course *MB1201 - Business Statistics Course: "Statistics as Decision, Business, and Marketing Science in the Disruptive Industry"*, attended by 300+ School of Business and Management Institut Teknologi Bandung students. Lecturer class of Meditya Wasesa, Ph.D.
- Topics were about business innovation, disruption, and statistical application in industries.

Oral Presentation at IFCS, Thessaloniki Concert Hall, Greece

August 2019

- As the representative of PT.Bukalapak.com, successfully presented a data research project titled "*Double helix multi-stage text classification model to enhance chat user experience in e-commerce website*", NLP at the 16th Conference of the International Federation of Classification Societies in August 2019.

Oral Presentation at ISASC, Osaka University, Japan

October 2017

- Selected two research papers from the top 10 of 94 papers at the Indonesia Student Association Scientific Conference, majoring in Humanities, Social Science, Politics, and Economics, at Osaka University, Osaka, Japan. Two research papers are titled "*Application of Geographically Weighted Regression on Abating Poverty Problem in Indonesia Through 2030*" and "*Indonesian Foreign Debt Optimization by QHM-ARIMA (Quadruple Helix Model – Autoregressive Integrated Moving Average) through 2030 as an Indonesian Demographic Bonus*".

Poster Presentation at CISAK, UST Daejeon, South Korea

July 2017

- Selected one of 88 research papers as a poster presentation at the Conference of the Indonesian Student Association in South Korea, held at University of Science and Technology (UST). Daejeon, South Korea. The research paper is titled "*Application of Geographically Weighted Regression on Abating Poverty Problems in Indonesia Through 2030*".

Mentorship & Educational Leadership

ADPList.org

AI and Data Mentor

April 2025 - Present

Strategic Career Advisory

ADPList is a global mentorship platform connecting professionals with industry experts across technology, design, and business domains. The platform facilitates knowledge transfer and career advancement through structured mentorship programs, serving thousands of professionals worldwide seeking guidance from experienced practitioners and leaders.

- Guide data professionals and career transitioners through strategic career development in analytics, data science, and AI engineering domains, leveraging 7+ years of executive leadership experience across enterprise transformations
- Provide actionable insights on technical skill development, business value delivery, and strategic positioning within data organizations
- Recognized as **Top 10 AI/ML Engineering Mentor (April-June 2025)** by ADPList global community for exceptional mentorship and impactful contributions in AI engineering guidance

Rakamin Academy

Data Science & Corporate Training Expert

September 2020 - Present

Technical and Strategic Advisory

Rakamin Academy is an innovative EdTech company providing comprehensive workforce development programs, specializing in preparing professionals for modern data-driven careers through industry-aligned training and certification programs.

- Lead comprehensive data science education initiatives, establishing curriculum standards and instructional frameworks for enterprise-level skill development across programming, analytics, and data processing disciplines
- Successfully scaled educational impact across **5000+ students** through **60+ cohort programs**, maintaining more than **95** point average satisfaction ratings while ensuring consistent quality delivery across diverse learning backgrounds
- Direct external engagement strategy as primary Rakamin representative:
 - Featured as keynote data science mentor in **Digifest** program with live broadcast engagement reaching **200+ direct participants** and **3500+ YouTube viewers** during peak sessions
 - Established thought leadership presence through strategic content delivery and community engagement initiatives
- Spearhead corporate training division, designing and executing data science programs for enterprise clients:
 - Successfully delivered strategic training programs for major financial and government institutions including **Indonesia Financial Group (IFG)**, **Bank Syariah Indonesia (BSI)**, **Bank Mandiri**, and **LKPP Indonesia**
 - Developed customized curriculum frameworks addressing specific organizational needs and regulatory compliance requirements