

MUHAMMAD FIRDAUS CHE KOB

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PROFILE

A pragmatic Data Analyst, and aspiring Data Scientist. Economics & Management Graduate from King's Business School. A self-driven and adaptable individual with a strong focus on personal development.

PROFESSIONAL EXPERIENCE

Data Analyst in Business Intelligence (BI) Unit, ALPRO PHARMACY

MAR 2023 - PRESENT

- Built dashboards using Tableau; provided real-time insights and helped users quickly make data-driven decisions.
- Analysed the systems used for Operation and Supply Chain, proposed system enhancements for better performance management; Improved visibility and accuracy of data which drives operational efficiency.

Operation Fulfilment Executive, HONG LEONG BANK

NOV 2022 - FEB 2023

- Handled service requests pertaining to different areas of banking operations, resolve discrepancies and suggested effective solutions while ensuring all requests are SOP-compliant.

Restaurant Assistant Manager (Part-time), HALIA UK RESTAURANT

APR 2022 - AUG 2022

- Introduced an online-based working schedule system; improved efficiency in staff management during peak times.
- Ensured friendly and respectful communication by waiters; improved ratings and positive reviews on online platforms.

Restaurant Assistant Manager (Part-time), PUTERA-PUTERI LONDON

APR 2021 - MAR 2022

- Participated in strategic planning and digital marketing with management; 500% increase in average sales revenue within 8 months during the pandemic (£500 to £2500) and achieved 15 media coverages by UK and MY platforms

Marketing Research Fellow, KING'S UNDERGRADUATE RESEARCH FELLOWSHIP (KURF)

JULY 2020 - SEPT 2020

A marketing analytical research pertaining user responsiveness on interactive mobile advertisements.

- Processed and analysed large-volume advertisements data to take systems approach and provide better understanding of the type of user interactions giving the highest click-through rate.

EDUCATION

King's College London, King's Business School

LONDON, UNITED KINGDOM

BSc.(Hons) Economics & Management

SEPT. 2019 – JUNE. 2022

- Merit Scholarship recipient by the Government of Malaysia
- Active member of the Negotiation Society

MARA College Seremban

N. SEMBILAN, MALAYSIA

*A-Levels : Economics, Mathematics, Physics (A*AB)*

SEPT. 2018 – JUNE. 2019

MARA Ketengah International College

TERENGGANU, MALAYSIA

AS-Levels : Economics, Mathematics, Physics (AAA)

SEPT. 2017 – JUNE. 2018

- Elected President of the Student Council, leading a team of 8, managing 4 college-level events.

MARA MARA Junior Science College Pengkalan Chepa

KELANTAN, MALAYSIA

SPM : Mathematics, English (2A+, 7A)

2015 – 2016

- Elected President of Student Representatives Council, consisting of 9 other student bodies
- News Straits Times National Best Public Speaker 2015
- Overall Performer & Student Leadership Award 2016

MARA Junior Science College Pasir Tumboh

KELANTAN, MALAYSIA

PT3 : (10A)

2012 – 2014

- Elected President of Student Representatives Council
- Student Leadership Award 2014

ADDITIONAL

- Certificates:** Kaggle: Python, Advanced SQL, Intermediate Machine Learning, Feature Engineering. LinkedIn: Tableau.
- Interest:** Travelling, Boulderling & Photography - Occasionally hired for photoshoots and event gigs.