

# FIRDAUS CHE KOB

Business Intelligence | Analytics Engineering | Data Science

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## PROFESSIONAL EXPERIENCE

### Business Intelligence Developer, VALIRAM GROUP

APR 2024 - PRESENT

- Lead end-to-end analytics development across 700+ retail stores and multiple international brands, supporting decisions on inventory allocation, pricing, and operational performance.
- Design and maintain analytics-ready data models (Silver/Gold layers) using Microsoft Fabric, enabling reliable downstream analysis for Tableau and Power BI.
- Build and optimize ETL pipelines (Fabric Data Factory, Synapse, Tableau Prep) handling large datasets, improving data freshness, reliability, and query performance.
- Perform deep-dive exploratory analysis to uncover trends, anomalies, and root causes in sales, stock movement, and fulfillment performance, presenting findings through clear narratives and dashboards.
- Develop executive-level, analytical, and operational dashboards in Tableau and Power BI that track platform health, inventory turnover, stock-on-hand, and operational efficiency.

### Data Analyst (Business Intelligence), ALPRO PHARMACY

MAR 2023 - MAR 2024

- Developed Tableau dashboards delivering near real-time insights across sales, inventory, and operations, enabling faster data-driven decision-making by business users.
- Conducted multi-category performance analysis and strategic business analysis, translating raw transactional data into actionable operational and commercial insights.
- Partnered with stakeholders to define KPI frameworks, aligning business objectives with data availability and building dashboards for ongoing KPI monitoring.
- Performed root-cause analysis (RCA) on warehouse and ERP data issues, proposing system and process improvements that enhanced data accuracy, visibility, and operational efficiency.
- Supported operational performance measurement through trend analysis, variance analysis, and ad-hoc deep dives.

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

JULY 2020 - SEPT 2020

- Conducted marketing and user behavior analytics research focused on user responsiveness to interactive mobile advertisements.
- Processed and analyzed large-scale advertising interaction datasets to identify behavioral patterns influencing engagement and click-through rates (CTR).

## EDUCATION

### Universiti Malaya, Fakulti Sains Komputer

SELANGOR, MALAYSIA

Master of Science, Data Science

MAR. 2025 – AUG. 2026

### King's College London, King's Business School

LONDON, UNITED KINGDOM

Bachelor of Science, Economics & Management (Honours)

SEPT. 2019 – JUNE. 2022

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

## CERTIFICATES

- Microsoft Certified: Fabric Analytics Engineer Associate
- Microsoft Certified: Power BI Data Analyst Associate
- Salesforce Certified: Tableau Data Analyst