FIRHAN ALI SOFI

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Professional Summary

Fresh Graduated Informatics student with GPA of 3.85/4.00 and solid experience in data analysis, data visualization, data science, and predictive modelling. Skilled in Python, SQL, Tableau, Power BI, Advanced Excel, and cloud technologies. Proven ability to work with real-world datasets, deliver actionable insights, and communicate findings effectively. Actively seeking opportunities in data analyst roles.

Skills

Technical Skills – Python, R, SQL, Pandas, Matplotlib, Seaborn, TensorFlow, Keras, Scikit-learn, PostgreSQL, MySQL, Excel, Power BI, Tableau, Google Looker, Google Cloud Platform, Git, Jupyter Notebook, Google Colab.
Analytical Skills – Data Cleaning, Data Visualization, Data Science, Statistical Analysis, Predictive Modelling.
Soft Skills – Communication, Team Collaboration, Public Speaking, Leadership, Critical Thinking.

Experience

D'busana Fashion
Data Analyst | *Jan 2025 – May 2025*
- ✓ Improving advertising effectiveness by driving a 17.75% increase in ROI through advertising cost optimization and more targeted strategies.
- ✓ Analyzed monthly sales performance data to forecast demand and plan sales strategies for the upcoming month.

Bangkit Academy (Google, GoTo, Traveloka) – Mobile Development Cohort
MSIB Program | *Aug 2023 – Dec 2023*
- ✓ Completed Android development courses on Dicoding, covering fundamental, intermediate, and Jetpack Compose modules.
- ✓ Developed a face recognition application for the capstone project named 'Panopticon', designed to detect fraudulent behavior by students or others during examinations.

Skilvul – IBM Skillsbuild For AI & Cybersecurity
MSIB Program | *Feb 2024 – May 2024*
- ✓ Completed 900+ learning hours across key disciplines, including Product Development, Data Science, Artificial Intelligence, and Cybersecurity.
- ✓ Developing Web-Based Applications named 'Pandusaha' with Cyber Security and AI Integration

Projects

Sales Prediction using XGBoost and Bayesian Optimization
- ✓ Building machine learning to predict monthly sales of fashion products using XGBoost with time-series features.
- ✓ Optimizing hyperparameters using Bayesian Optimization to improve model accuracy

E-commerce Optimization: RFM, Cohort, and Market Basket Analysis
- ✓ Analyzing customer behavior using RFM and cohort analysis for customer segmentation and retention.
- ✓ Identifying product purchasing patterns using market basket analysis with the apriori method.

Dashboard Sales Analytics of Fashion Company using Tableau
- ✓ Create interactive dashboards to analyze sales, profits, and product performance by category and time period.
- ✓ Implementing dynamic filters and trend visualizations to support business decision-making.

Customer Segmentation and Sales Analysis using SQL
- ✓ Analyze sales and customer segmentation using complex SQL queries (JOIN, CTE, WINDOW FUNCTION).
- ✓ Create metric reports such as LTV, churn rate, and cohort from the transaction database.

Simulated A/B Testing for Ads Performance Optimization
- ✓ Conducted statistical testing (t-test) to compare two ad creatives using simulated CTR and conversion data.
- ✓ Provided data-driven recommendations for ad selection based on significance analysis and ROI impact.

Certifications

Certified Google Data Analytics (Coursera)	*August 2025*
Certified Advanced Google Data Analytics (Coursera)	*August 2025*
Certified Specializing in Mobile Development (Bangkit)	*January 2024*
Certified Specializing in AI & Cybersecurity (Skilvul)	*June 2024*

Education

Universitas Pembangunan Nasional Veteran Jawa Timur   *Jul 2021 – May 2025*
Bachelor of Informatics | GPA: 3.85/4.00
Relevant Coursework: Data Mining, Machine Learning, Database System, Statistics, Data Structures & Algorithms, Software Engineering, Cloud Computing, Business Intelligence.

Organizational Experience

Equipment Division – *Pekan Mahasiswa Baru 2022*
- ✓ Supported the operational needs of the orientation event and coordinated with other divisions.
- ✓ Ensured equipment availability and functionality during the program.
- ✓ Assisted understaffed divisions to maintain overall event flow.