NURUL HIDAYAH JAMIL
SENIOR BUSINESS INTELLIGENCE ANALYST

Jakarta, Indonesia • +62 823 5709 4650 • nurulhidayahjamil82@gmail.com • linkedin.com/in/nurulhidayahjamil

Data Analyst with a strong track record in leveraging statistical tools and machine learning to optimize business strategies in tech and finance sectors. Proficient in **SQL**, **R**, **Tableau, BigQuery, Metabase,** and **Python**, adept at turning complex data into clear insights for decision-making and growth.

EDUCATION

Indonesia Islamic University**,** Yogyakarta, Indonesia   Sep 2013 - June 2017
Bachelor of Statistics, Minor in Industry, Business, Social, and Computational Statistics
- Activities: Computational Statistics Laboratory Assistant, Surveyor, Data Analytics Competition.

PROFESSIONAL EXPERIENCES

PT Global Tiket Network (tiket.com), Jakarta, Indonesia   Mar 2022 - Present
Senior Business Intelligence Analyst *(Platform and Pricing Analyst)*
- Collaborate with product pricing, marketing team, and software engineering, focusing on pricing strategies and platform enhancement.
- Implement dynamic pricing using machine learning (supervised, unsupervised, reinforcement learning) and conduct A/B testing and multi-armed bandit experiments.
- Achieved over 100% growth by turning negative revenue into positive figures.
- Developed key data products for anomaly detection, customer segmentation, and predictive analysis for multi-platform cross-selling, enhancing overall business intelligence capabilities.

PT Shopee International Indonesia (Shopee), Jakarta, Indonesia   May 2021 - Mar 2022
Marketing Associate *(Livestream Platform)*
- Worked with Business Intelligence team to produce a recommendation package used for optimizing their performance, enrich the analysis through deep-dive analysis, such as classification, product recommendation and automation process for manual data tracker.
- Built the MPV of the scoring system and the automatic scheduling for a certain campaign program to bring the best participant to the program chosen.
- Conducted some of statistical analysis to produce a better insight for experimental program or campaign.

PT. Payfazz Teknologi Nusantara (Payfazz), Jakarta, Indonesia   Dec 2018 - May 2021
Data Analyst
- Worked with marketing team to revamp the existing marketing strategy schemes to enhance retention level of customer, revenue, and profits.
- Analyzed the behavior of customer using RFM-Pareto method (segmentation profile), survival analysis (customer lifespan), and LTV with a predictive approach in each segment customer.
- Provided insights and recommendations to increase revenue and profit through pricing recommendation schemes, loyalty programs, voucher subscriptions, and up-selling & cross-selling products.
- Promoted to be Senior Data Analyst in 2019.

PT. Aplikasi Karya Anak Bangsa (GO-JEK), Jakarta, Indonesia   Jul 2018 - Nov 2018
Growth Analyst
- Conducted analysis of customer data using statistical methods that are relevant to the existing problem. Some statistical methods are: ANOVA, t-test, survival analysis, and time series regression.
- Worked with the growth team to create and evaluate the experimental design for A/B/C campaign testing.

PROFESSIONAL EXPERIENCES

OLX Autos (Formerly BeliMobilGue), Jakarta, Indonesia   Dec 2017 - Jun 2018
Data Analyst
- Collected and organized data from Google Analytics, Mixpanel, and Internal Data Sources for analytical purposed and performance reports.
- Monitored, analyzed, and visualized sales performance using Excel Spreadsheet formula, R Program, and Tableau.
- Evaluated competitor trends to understand competitive environments and assess current strategies.
- Assisted the pricing team to design, develop, and evaluate the pricing schemes based on product classifications.

TEACHING EXPERIENCES

Indonesia Islamic University, Yogyakarta, Indonesia   Sep 2014 - Jan 2017
Computational Statistics Laboratory Assistant
- Assisted the Lecture in practical courses, prepared the material for practicums, and reported the result of practicums.
- Worked as the assistant of Programming and Algorithm, Database, Management Information System, Applied Regression Analysis, Computational Statistics.

RevoU - Online Learning Academy, Jakarta, Indonesia   March 2023 - Aug 2023
Data Analytics Mentor
- Assisted the students in building a portfolio as a career switcher to Data Analyst.
- Monitored and evaluated the student's projects from chosen company.

PUBLICATIONS

- Jamil, N. H. (2017). *Sentiment analysis on online review using combination lexicon-based method and naïve bayes classifier: case study of scraping data from online reviews of the Starwood Hotels & Resort Group in Bali on TripAdvisor*. [Unpublished bachelor's thesis]. Indonesia Islamic University, Faculty of Mathematics and Science, Statistics Department, Yogyakarta, Indonesia.
- Jamil, N. H. (2022, December 13). *Prevent losses by implementing simple price anomaly detection*. Medium. https://medium.com/tiket-com/prevent-losses-by-implementing-simple-price-anomaly-detection-29d58c35 c0f5.

PROFESSIONAL AND SCIENTIFIC ACTIVITIES

- As a speaker in "Experimental Design for Dummy" in Payfazz at FazzLearning Day 2019.
- Led a training sessions at Statistics Data Science Bootcamp in Department of Statististics Indonesia Islamic University 2019.

COMMUNITY SERVICE

- As a Data Analytics mentor for "Merdeka Belajar Kampus Merdeka" as one of the program of The Ministry of Education, Culture, Research, and Technology which collaborated with Zenius in 2022.
- Volunteering as a data manager for the National COVID-19 Handling Task Force under Ministry of Health in 2021.
- Volunteer as an enumerator for Indonesia Economic Census 2016 as a program of Central Bureau of Statistics.