# MOHD ILHAM ISHAK BIN AMAN

Data Analyst | Analytics Engineering Focus

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[LinkedIn](#) | [Full CV](#)

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## PROFESSIONAL SUMMARY

Results-driven Data Analyst with over 4 years of experience designing end-to-end analytics solutions and transforming multi-source operational data into actionable business insights. Experienced in SQL, Google BigQuery, KPI development, dashboard development, business intelligence reporting, and sales forecasting. Sole data owner in a growing startup environment, responsible for warehouse design, automation, predictive analysis, and executive reporting infrastructure.

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## CORE COMPETENCIES

**Analytics & Reporting:** KPI Development (Revenue, AOV, Channel Mix) | Dashboard Development | Data Visualization | Business Intelligence | Stakeholder Communication

**Data Engineering & Modeling:** Advanced SQL | Google BigQuery (ELT Architecture) | Data Modeling (Fact & Aggregation Layers) | Multi-Source Data Integration | Time-Series Modeling

**Forecasting & Strategy:** Moving Average | Exponential Smoothing | Regression-Based Revenue Projection

**Tools & Platforms:** Power BI (DAX & Semantic Modeling) | Looker Studio (24/7 Dashboards) | Next.js (Internal Analytics Portal) | Python (Data Ingestion & Automation)

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## PROFESSIONAL EXPERIENCE

**Data Analyst** (Sole Data Owner) | Pasta Port (SJD Empire SDN BHD), Penang | 2022 – 2026

- Established centralized analytics infrastructure from scratch in a startup environment, owning end-to-end data strategy and reporting systems.
- Designed and implemented structured BigQuery warehouse architecture (Raw → Aggregated → Reporting) to support scalable analytics across 7 outlets.

- Built automated ingestion pipeline integrating POS, Grab, and Hubbo datasets, processing thousands of transaction records monthly across 7 outlets.
- Implemented SQL-based transformation logic including schema normalization, data cleaning, aggregation, and time-series modeling (date × outlet matrix).
- Automated multi-platform sales consolidation, reducing reporting time from ~2–3 hours to under 5 minutes (90%+ reduction), saving 30–50 hours per month.
- Developed installer-based deployment solution reducing system setup time by ~95% per workstation.
- Built 24/7 Looker Studio dashboards with daily updates for shareholder access.
- Developed an internal analytics portal using Next.js to centralize and streamline dashboard access.
- Used Power BI for KPI modeling, DAX validation, and monthly executive performance presentations.
- Applied moving average, exponential smoothing, and regression techniques to project sales for expansion proposals and investment planning.
- Delivered data-driven insights supporting expansion from 2 to 7 outlets.
- Served as primary stakeholder contact for analytics reporting and strategic interpretation.

**Freelance Data & Marketing Analyst** | Dimensa Solution | 2015 – Present

- Conducted campaign performance analysis using Meta Ads Manager and Google Analytics.
- Built data visualization dashboards and performance reports for SME clients.
- Provided actionable insights on customer behavior and revenue growth.

**Research Assistant** | Universiti Sains Malaysia | 2015 – 2017

- Conducted MATLAB-based system optimization simulations.
- Applied statistical and evolutionary algorithms.
- Authored academic and technical documentation.

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**EDUCATION**

Bachelor of Electrical Engineering

Universiti Sains Malaysia