

MOHAMAD ALAMSYAH

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SKILLS

Programming Languages, Tools, and Libraries : Python, R, SQL (Postgres, BigQuery, MySQL), Tableau, Power BI, Looker, dbt, Excel, Google Sheets, PivofTable, PowerQuery, NumPy, Pandas, SciPy, matplotlib, scikit-learn, Plotly, psycopg2, Streamlit, nltk, BeautifulSoup, WordCloud, Tensorflow, PyTorch, keras, transformers

Languages : Indonesian (Native), English (C2), German (B2) and Italian (A1)

FEATURED PROJECTS

Influencer Marketing Campaign Dashboard

Aug 2025

- Developed a dashboard from a 4-year data of influencers marketing campaign in Excel to track quarterly performance through 5 different metrics: Average Engagements per Day, Forecast Engagement Accuracy, Conversion Rate, Return On Investments (ROI), and Return on Ad Spend (ROAS)
- Grouped the data with PowerQuery into tables by 3 different categories of Platform, Influencers Category, and Campaign Type, added dropdowns to filter individual charts in the following categories, and added slicers to filter metrics and provide baselines at charts to compare metrics more conveniently

Customers Sales and Sellers Marketing Funnel Analysis, Olist Brazil

Apr - May 2025

- Conducted data processing and cohort analysis from 10+ relational datasets of e-commerce in customers sales and sellers marketing funnel with Python to uncover behavioral and sales insights
- Built a dashboard in Tableau aimed towards insights for user acquisition, featuring 9 KPIs with MoM and QoQ, demographics, sales growth by product categories, landing pages, acquisition channels, and sales representatives

Airline Loyalty Programs Dashboard, Amethyst Airlines Canada

Mar 2025

- Developed a dashboard in Tableau from a 6-year loyalty history and flight activity data of a fictitious airline in Canada to display segments and behavior in 4,000 registered customers
- Assembled visuals of customer segmentation by six variables, demographics, quarterly cohort analysis, booked flights and points, and scorecards for metrics of revenue, CLV, and churn rate

Pharma Sales Dashboard: Kimia Farma, Indonesia

Jan 2025

- Developed a dashboard in Looker Studio for drug sales of a pharmacy retail company using a 4-year period dataset of 600,000+ anonymized transactions in 1,762 branches across Indonesia
- Displayed 5 metrics aimed towards cross-functional stakeholders such as average ratings, total sales, and top product by profit, along with filters on year period, city, provinces, and main islands

Product Segmentation and Customer Classification of Online Retail Transactions

Aug - Sep 2024

- Transformed 1,000,000+ online retail transactions in UK from 40+ countries into 6 categories of products and 11 profiles of customers with Python to identify patterns and craft strategies for sales and marketing teams
- Creating a predictive model by clustering data with evaluation methods to define optimal number of groups with best similarities, and explored 9 ML algorithms resulting in a model accuracy of 91.5389%

Drug Reviews Dashboard and Sentiment Prediction, drugs.com

May - Jul 2024

- Conducted data cleaning such as cleaning sensitive information in reviews to preserve user privacy, and streamlining drug names into three separate columns: drug brands, generic names, and drug usages
- Developed a dashboard in Tableau from 390,000+ drug reviews records of drugs.com, created a database and conducted data analysis in PostgreSQL, and modeled a reviews sentiment prediction using deep learning and transformers with final accuracy of 80.98 %

EDUCATION

Bandung Institute of Technology (ITB)

November 2023

Bachelor of Science, Biomedical Engineering

Bandung, Indonesia

- Completed 149 credits and actively contributed in 10+ projects involving cross-functional teams in financial, clinical, and engineering. Notable courses include: Healthcare Technology Management, Biomedical System Design, Financial Planning, Creative Product Strategy, Sustainable Development, Probability and Biostatistics
- Organizations:** ITB Electrical Eng. Student Association (HME ITB), Ganesha Model United Nations Club