

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, PivotTable, PowerQuery, NumPy, Pandas, SciPy, matplotlib, scikit-learn, Plotly, psycpg2, 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 in charts for easier comparison

Customers Sales and Sellers Marketing Funnel Analysis, Olist Brazil

Apr - May 2025

- Conducted data processing and cohort analysis from an e-commerce dataset of customers sales and sellers marketing funnel in Python to uncover behavioral and sales insights
- Built a dashboard in Tableau aimed towards insights for user acquisition, with features include: 9 KPIs and their MoM and QoQ, sales by demographics, sales growth by product categories, and funnel performance of 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

Dashboard of US Healthcare Research Payments 2023

Sep 2024

- Visualized a map-based dashboard of research payments in Tableau from ~400,000 records of non-teaching hospital institutions (NCREs) in the US with data analysis using SQL (BigQuery)
- Showcased insights such as total records by state and city, most-funded research by therapeutic areas, products, and institutions, and added filters of Top N, Product Category, and Smart Search

Product Segmentation and Customer Classification of Online Retail Transactions

Aug - Sep 2024

- Transformed 1,000,000+ online retail transactions in 40+ countries into 6 categories of products and 11 profiles of customers in Python to identify patterns for targeted strategies in sales and marketing
- Processed 18,000+ non-transactions and cancelled transactions, clustered data with evaluation methods to define an optimal number of groups portraying the best similarities, and visualized the groups of products and customers using WordCloud and Radar Chart
- Experimented with 9 algorithms of machine learning for customer classification resulting in a VotingClassifier from three predictive models with an accuracy score of 91.5389%

EDUCATION

Bandung Institute of Technology (ITB)

November 2023

Bachelor of Science, Biomedical Engineering

Bandung, Indonesia

- Completed 149 credits in biomedical, life sciences, up to strategy and management courses, 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