

# MOHAMAD ALAMSYAH

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## SKILLS

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**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, psycopg2, Streamlit, nltk, BeautifulSoup, WordCloud, Tensorflow, PyTorch, keras, transformers

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

## FEATURED PROJECTS

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### Dashboard of Market Research for AI Start-up in Skincare at Malaysia Jun - Jul 2025

- Designed a dashboard in Excel from 5,000+ responses across Malaysia to check for brand awareness in AI skincare start-up, along with addressing pain points and preferences in buying skincare for market research
- Visualized responses on user preferences, resulting in records of 19 skin types, 15 ingredient preferences, 8 product channels, and 5 marketplaces, along with providing report of recommendations to develop the product

### Customers Sales and Sellers Marketing Funnel Analysis, Olist Brazil Apr - May 2025

- Conducted data processing and cohort analysis from 10+ relational e-commerce datasets 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 customer-oriented drug reviews dashboard in Tableau from 390,000+ records of drugs.com, created a database and conducted data analysis in PostgreSQL
- Modeled a reviews sentiment prediction using deep learning and transformers with final accuracy of 80.98 %

## EDUCATION

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### Bandung Institute of Technology (ITB) November 2023

*Bachelor of Science, Biomedical Engineering*

*Bandung, Indonesia*

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