

# 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 of Likert scale, close-ended questions, and user preferences, resulting in records of 19 skin types, 15 ingredient preferences, 8 product channels, and 5 marketplaces, with dashboard having 5 slicers to filter responses based on demographics and budgets towards skincare

### 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

### 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

### 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 and conducted 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 UK 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

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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, 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