

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

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

FEATURED PROJECTS

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

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

Drug Reviews Dashboard and Sentiment Prediction, drugs.com May - Jul 2024

- 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, and modeled a sentiment prediction from reviews with deep learning and transformers with an accuracy of 80.98 %
- Conducted data cleaning such as cleaning sensitive information in reviews to preserve user privacy, and streamlining drug names into three separate columns: drug brands, usages, and generic names

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%

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, HealthTech Entrepreneurship, Probability and Biostatistics
- Organizations:** ITB Electrical Eng. Student Association (HME ITB), Ganesha Model United Nations Club