

# PORTFOLIO

**PRODUCT MANAGEMENT &  
BUSINESS ANALYST INTEREST**



# Hi! it's me, **Florence !**

## About me,

A person with a strong interest and experience in product management and business analysis. With a passion for understanding user needs, analyzing data, and driving product development, I have hands-on experience working with teams to gather product requirements, conduct competitor analysis, and support the product development process. I am familiar with using various tools and methodologies, including Agile, and have contributed to projects that involved collaboration across different functions.

I am eager to apply my skills in problem-solving, critical thinking, and collaboration, and I look forward to further developing my expertise in product management and business analysis to help create meaningful solutions and drive success.

# Education



**Asia Pasific University of Technology and Innovation, Kuala Lumpur**  
**2021-2025**

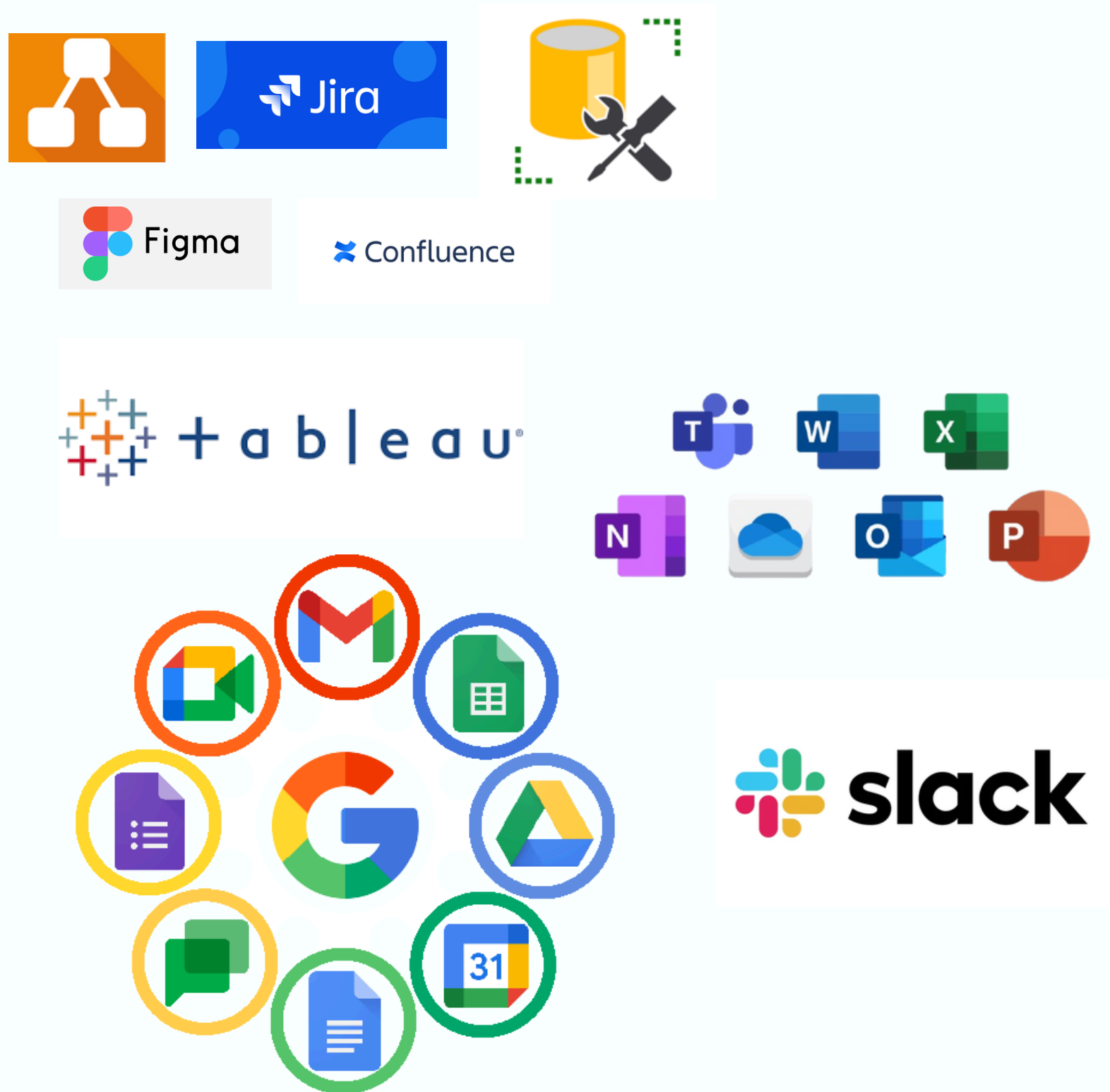
Information Technology (Business Information System)  
3.45/4.00



**SMA Santa Ursula Jakarta**  
**2018-2021**

Natural Science

# Skills



- ✿ Analytical Thinking
- ✿ Team Work
- ✿ Communication
- ✿ Leadership
- ✿ Problem Solving





## Product Management Intern– Pulsifi, KL MY

Meeting Notes

PRD

Release Notes

Agile

Jira

Google Workspace

Confluence

Slack

Figma

Product Research and Analysis

Localization

Design & Visualisation

Manual Testing

Product Tour



# Experience



**Juhi Ibu Lucia**  
PM PRO

## Administrator – Online Shop Juhi Ibu Lucia

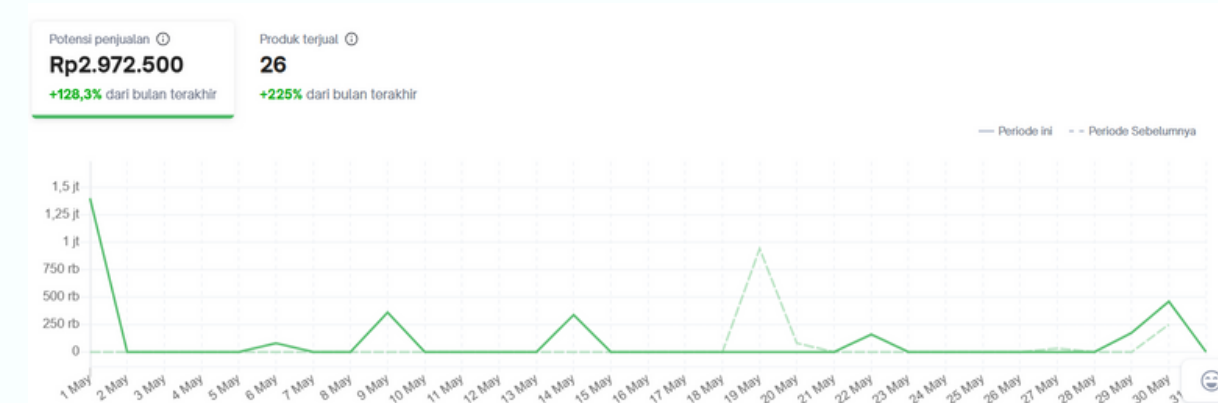
2

Communication

Sales and Revenue Growth

Inventory Control

Successfully drove business growth by achieving a monthly sales turnover of approximately **Rp 1,000,000** through the strategic promotion of five key products to a broad customer base. As the frontline in customer service, I ensured a positive experience by actively responding to customer inquiries and accurately processing orders, contributing to high levels of satisfaction and repeat business. I managed the end-to-end product delivery process, guaranteeing timely and efficient service that aligned with customer expectations. With consistent results, I exceeded monthly sales targets by selling over 20 items, demonstrating a strong ability to connect with customers and drive sales performance.



### ULASAN PEMBELI

★ **4.9** /5.0

98% pembeli merasa puas ⓘ  
74 rating • 30 ulasan



# Experience



## Promotor Part Time – ByteArray KL MY

Communication

Targeted User Engagement

Effective Participant Acquisition

Rapid Product Workflow

Quickly acquired an in-depth understanding of software product workflows within just 7 days, enabling me to efficiently support product introductions to target audiences. Leveraging persuasive communication and targeted marketing strategies, I successfully attracted over 30 participants to register for the system, contributing to a 10% increase in user registrations. This achievement underscores my ability to rapidly learn new product processes and effectively drive user engagement and growth.

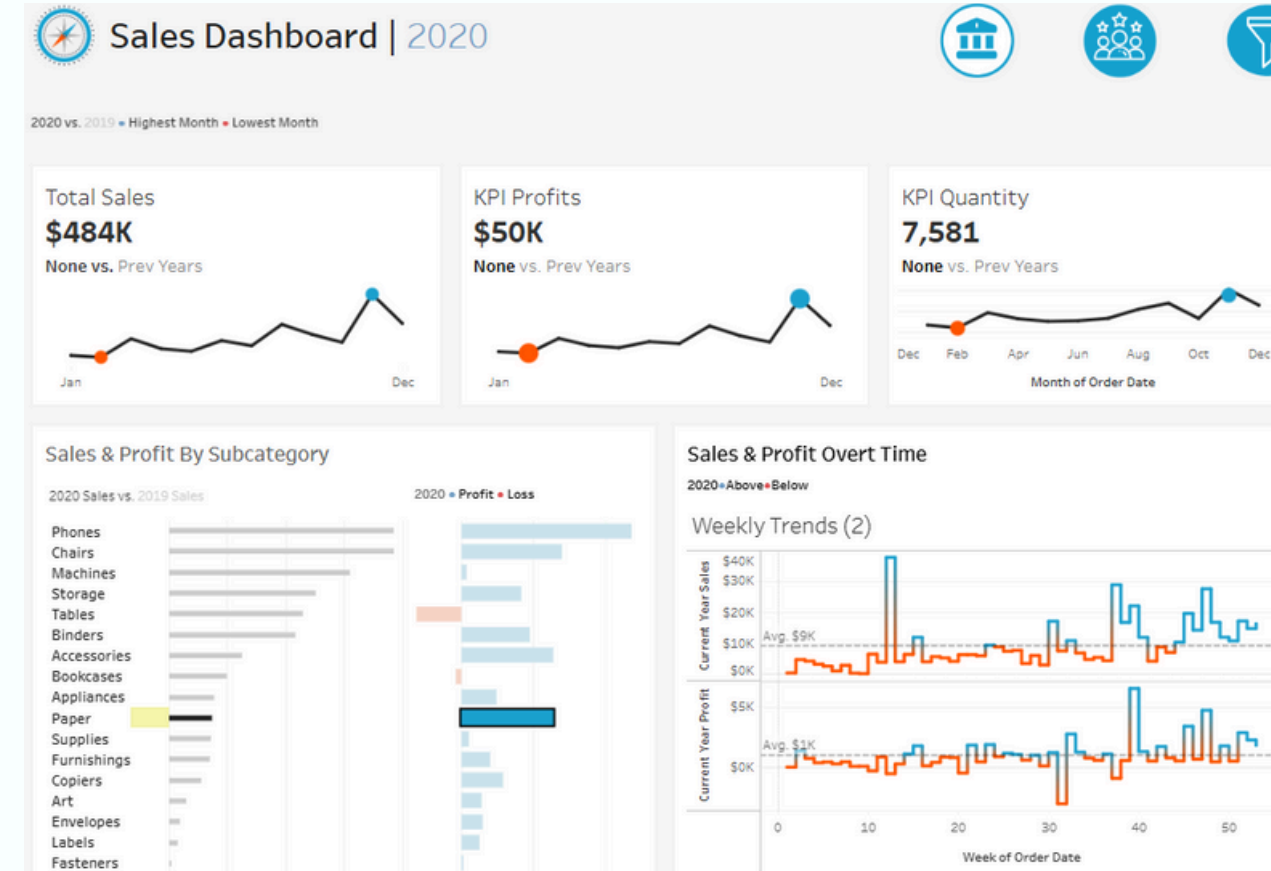
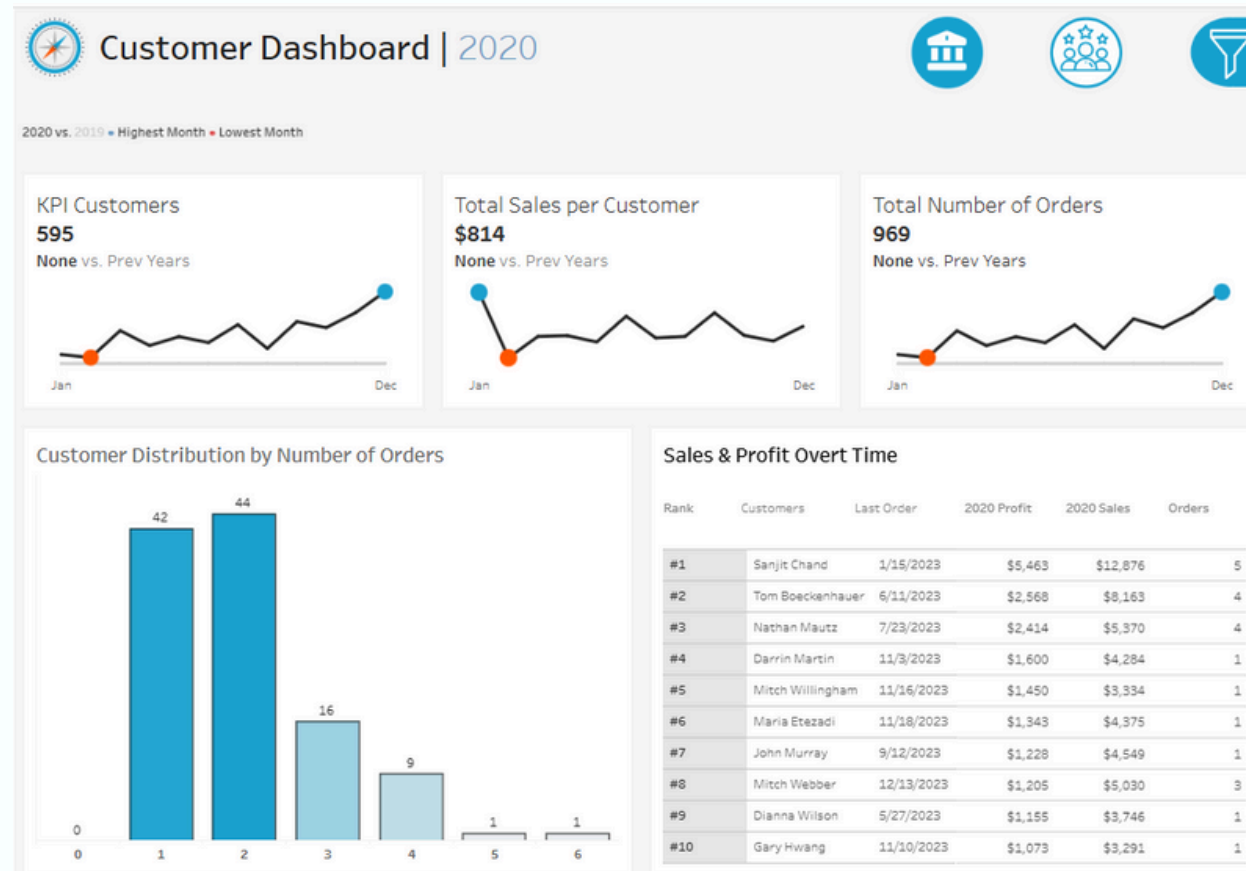


# Experience



# Project

Link: <https://public.tableau.com/app/profile/florence.ms>



The Customer & Sales Dashboard was created in Tableau to provide actionable insights by comparing current and previous year data, focusing on customer sales, total customers, number of orders, and profit. It highlights key metrics like total sales, profitability trends, and product demand. The dashboard enables users to filter data by year and segment, making it easier to identify high-value customers, peak sales months, and top-performing products. Through this project, I demonstrated skills in data analysis (calculating year-over-year growth and key KPIs), dashboard design (creating interactive, user-friendly visualizations), and business acumen (focusing on insights that drive decisions, such as targeting profitable customer segments).

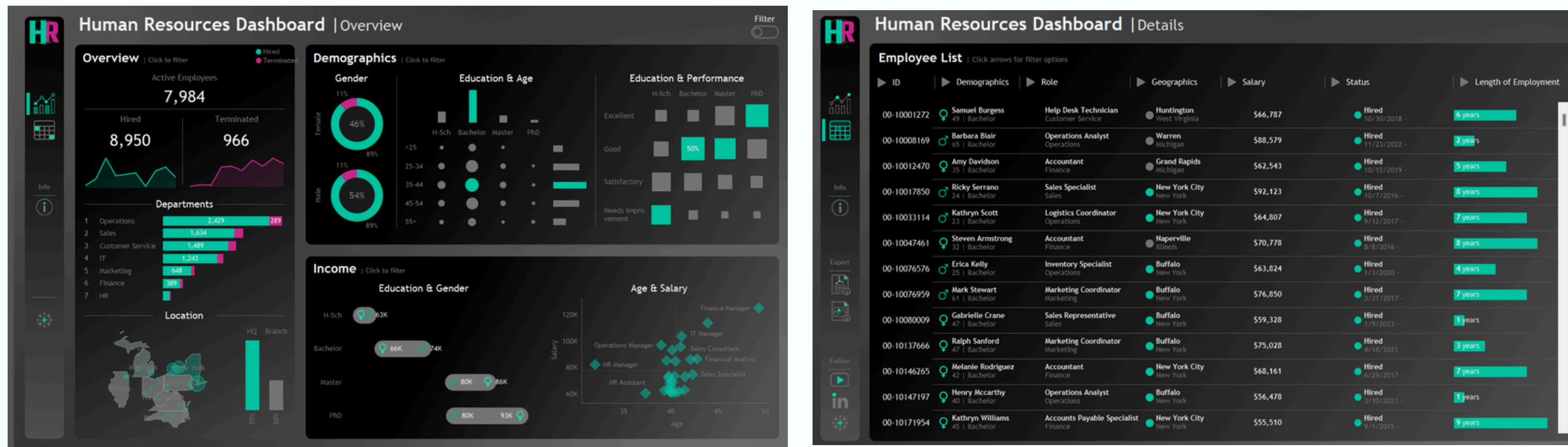
## Details:

- Interactive Visualizations: Enabled users to filter data by year, customer segments, and product categories for granular insights.
- Comparative Analysis: Simplified complex year-over-year trends into clear visuals, making data-driven decisions easier.
- Scalability: The dashboard can easily be adapted to other datasets or business models.
- Data Analysis: Used Tableau to clean, visualize, and analyze data trends., Calculated year-over-year growth rates and comparative metrics for clear insights.
- Dashboard Design: Designed interactive dashboards that highlight key metrics with filters for deeper exploration., Ensured a user-friendly layout with clear labels, color coding, and dynamic charts.
- Business Acumen: Focused on KPIs relevant to business goals like customer growth, sales, and profitability., Recommended actionable steps based on insights, e.g., focusing on profitable customer segments.



# Project

Link: <https://public.tableau.com/app/profile/florence.ms>



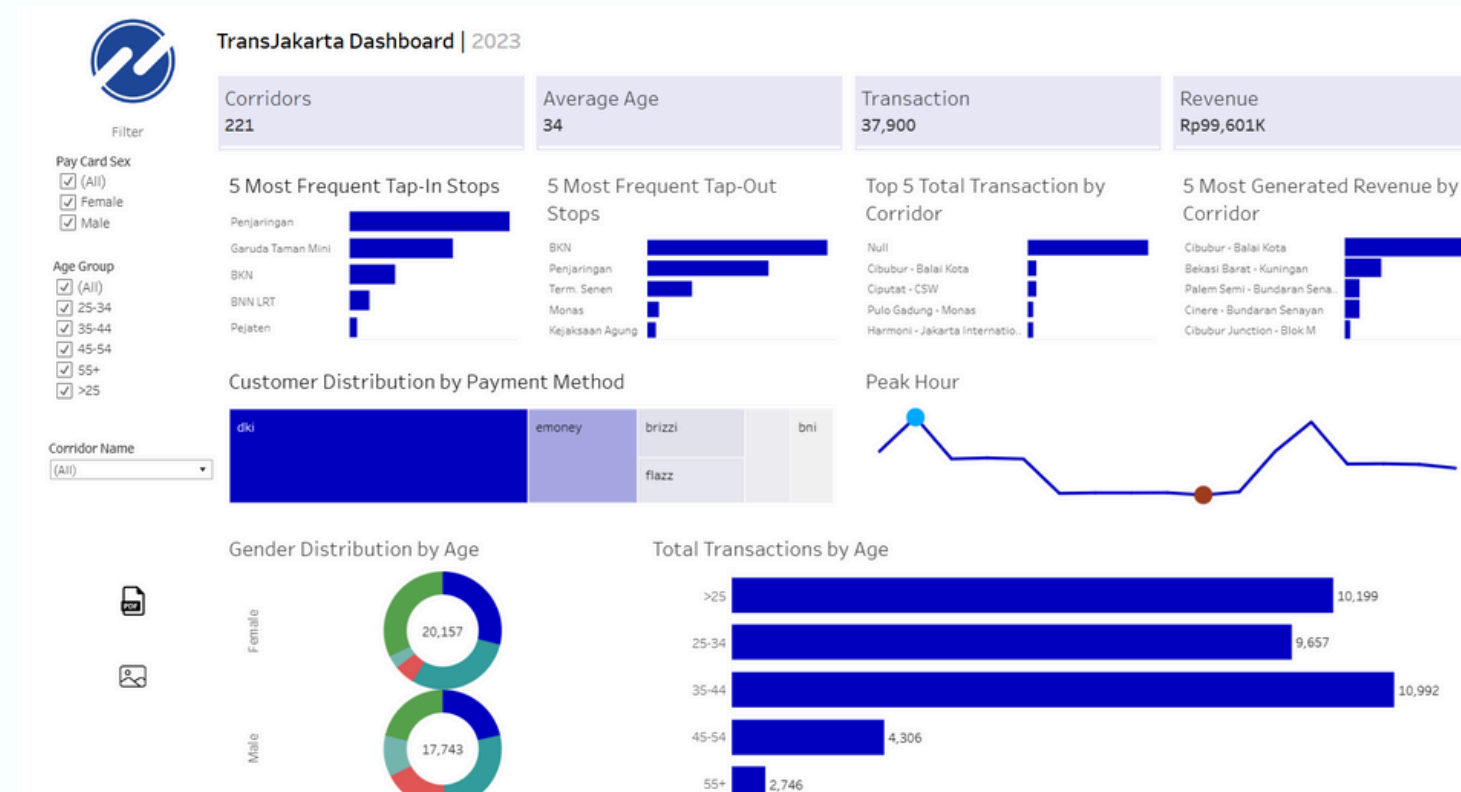
The HR Dashboard was designed in Tableau to streamline workforce analysis by providing insights into employee demographics, hiring trends, and organizational distribution. It includes key metrics such as the total number of active employees, hires, and terminations, along with details on employee gender, hire dates, locations (HQ and branches), and income distribution by gender. The dashboard also explores employee age groups, average education levels, and relationships between age and salary. A detailed employee view allows stakeholders to filter and analyze individual profiles for better workforce management. This project showcases skills in data visualization (creating interactive and detailed charts), data analysis (identifying trends in hiring, termination, and pay equity), and dashboard design (presenting complex data in an intuitive format for HR decision-making).

## Details:

- Dashboard Design: Designed an interactive HR dashboard with filters for gender, location, and employment status, allowing granular exploration., Ensured a user-friendly layout with clear charts (bar, scatter, maps) and tooltips for detailed insights.
- Incorporated dynamic tables for individual employee profiles with drill-down capabilities.
- Focused on metrics relevant to workforce management, such as active employees, hiring rates, and pay equity.
- Highlighted actionable insights, like identifying pay gaps or workforce distribution, to guide HR decision-making.

# Project

Link: <https://public.tableau.com/app/profile/florence.ms>



The TransJakarta Dashboard was built in Tableau to analyze key operational and revenue metrics, including total passengers, revenue, transactions, and corridor usage. It provides insights into passenger demographics (e.g., gender distribution), payment methods used, and the busiest corridors and times, enabling stakeholders to optimize services. Filters for gender, payment type, and time allow users to explore data dynamically, while interactive visualizations, such as line and bar charts, make trends easy to understand. This project highlights skills in data analysis (calculating revenue and transaction patterns), dashboard design (creating user-friendly, interactive dashboards with clear visuals), and business acumen (focusing on KPIs like peak hours and corridor performance to improve operations).

## Details:

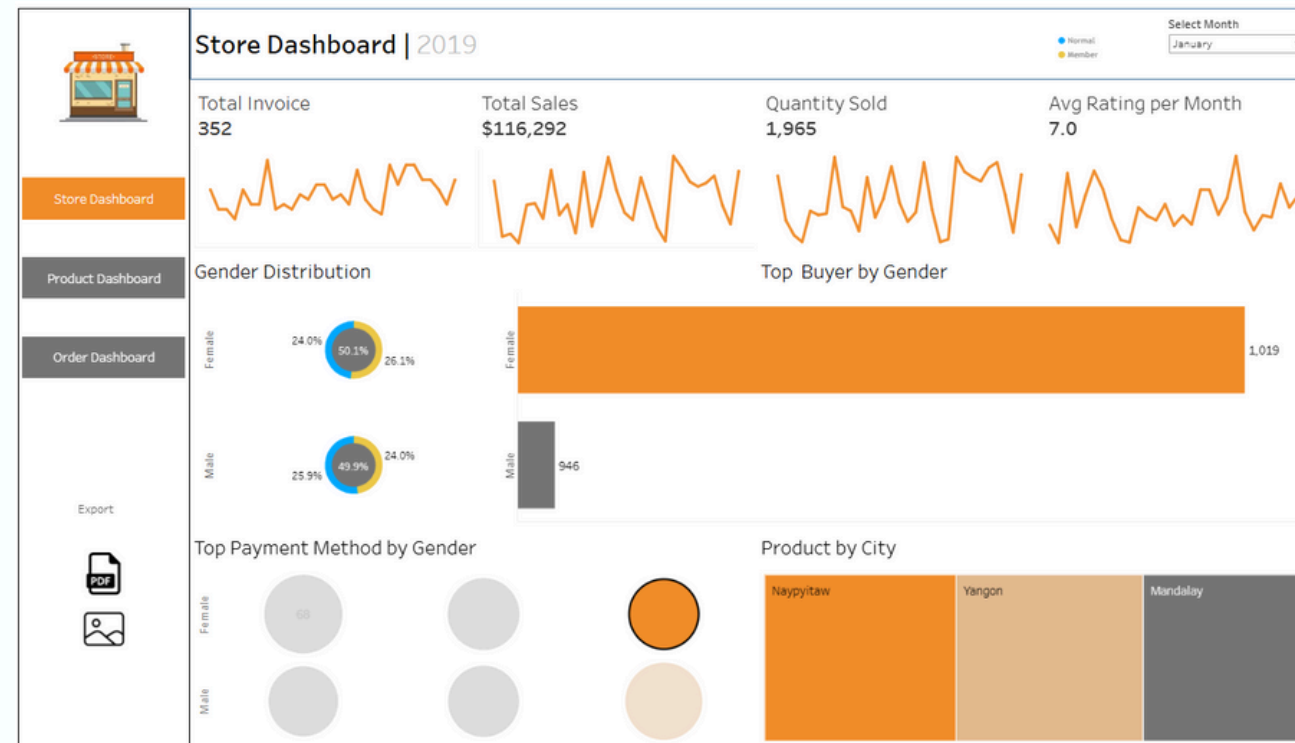
- Interactive Visualizations: Enabled users to filter by gender, corridor, and age group to identify specific trends and passenger behaviors.
- Showcased transaction data dynamically by date and hour to highlight peak usage times and revenue opportunities.
- Combined multiple metrics—such as passenger demographics, revenue, and transaction types—into a cohesive overview for easy interpretation.

# Project

## Others (Tableau)

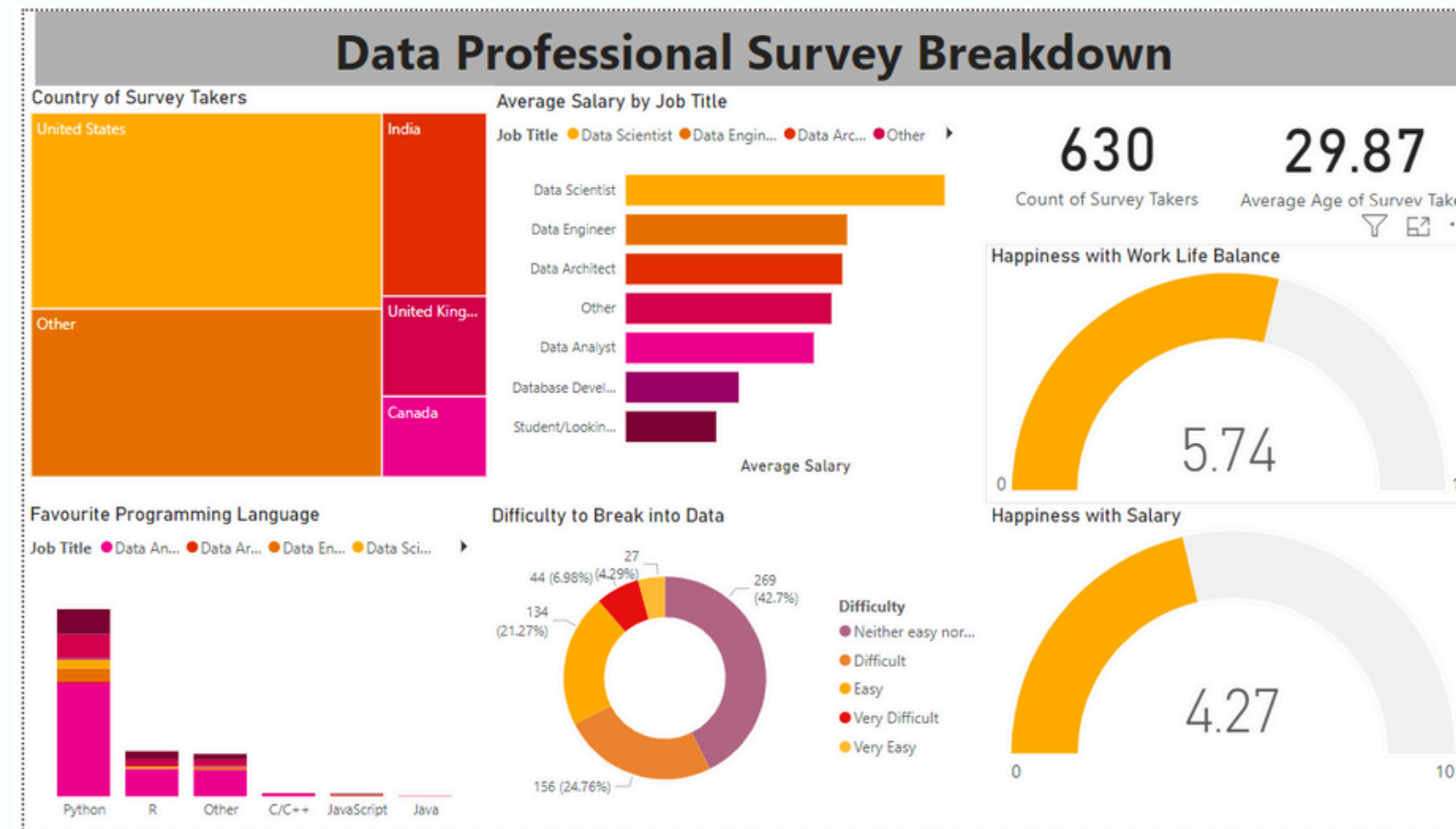


Tools:  
Excel, Tableau, Badan Pusat Statistika Indonesia  
Unpivot (Power Query)



**Order Details | 2019**

101-17-6199	Normal	Yangon Branch A	March 13, 2019	19:44	Food & beverages   7	\$337	Credit card
101-81-4070	Member	Naypyitaw Branch C	January 17, 2019	12:36	Health and beauty   2	\$132	Ewallet
102-06-2002	Member	Naypyitaw Branch C	March 20, 2019	17:52	Sports and travel   5	\$133	Cash
102-77-2261	Member	Naypyitaw Branch C	March 5, 2019	18:02	Health and beauty   7	\$480	Credit card
105-10-6182	Member	Yangon Branch A	February 27, 2019	12:22	Fashion accessories   2	\$45	Ewallet
105-31-1824	Member	Yangon Branch A	February 1, 2019	15:10	Sports and travel   7	\$511	Credit card
106-35-6779	Member	Yangon Branch A	March 27, 2019	11:26	Home and lifestyle   2	\$93	Cash
109-28-2512	Member	Mandalay Branch B	January 7, 2019	15:01	Fashion accessories   6	\$615	Ewallet
109-86-4363	Member	Mandalay Branch B	February 14, 2019	11:36	Sports and travel   7	\$442	Credit card
110-05-6330	Normal	Naypyitaw Branch C	March 25, 2019	20:18	Food & beverages   6	\$248	Credit card
110-48-7033	Member	Mandalay Branch B	January 29, 2019	14:12	Fashion accessories   4	\$137	Cash
114-35-5271	Normal	Mandalay Branch B	February 7, 2019	15:06	Electronic accessories   8	\$486	Cash
115-38-7388	Member	Naypyitaw Branch C	March 30, 2019	12:51	Fashion accessories   8	\$86	Credit card
115-99-4379	Member	Mandalay Branch B	March 14, 2019	19:02	Fashion accessories   7	\$402	Credit card
118-62-1812	Member	Naypyitaw Branch C	March 24, 2019	17:56	Home and lifestyle   4	\$329	Cash



The Professional Survey Dashboard was developed in Power BI to analyze survey data from professionals across various countries, occupations, and industries. It includes insights into demographics (age, country, job roles), career satisfaction, happiness levels, and preferred programming languages. This interactive dashboard enables stakeholders to explore key patterns and trends, aiding strategic decision-making and a deeper understanding of the professional landscape.

#### Details:

- Data Cleaning & Transformation:
  - Handled inconsistencies in survey data, such as formatting issues, missing values, column splitting, and replacement value using Power Query.
  - Standardized key fields (country names, age ranges, and occupation titles) to ensure consistency and accuracy.
  - Created calculated columns and measures to derive insights, such as average salary.
- Data Analysis:
  - Extracted and cleaned survey data to generate insights into global professional trends.
  - Analyzed correlations between job satisfaction, age, and preferred programming languages.
- Dashboard Design:
  - Designed an interactive, user-friendly dashboard that combines diverse data points into a cohesive narrative.
  - Used bar charts, gauge, treemap and card to deliver actionable insights effectively.



# Project

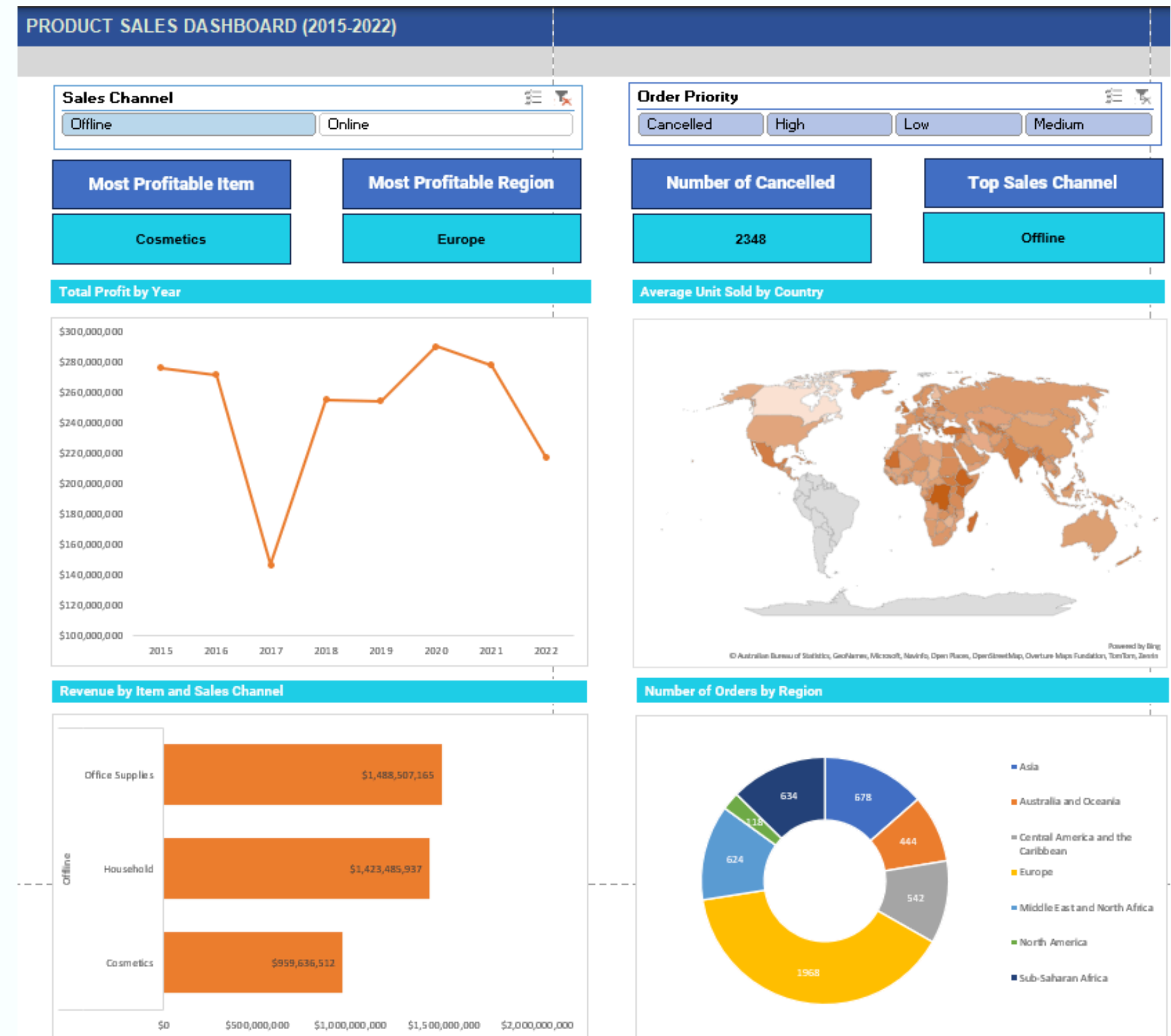
Link: [len123-dotcom/Excel-Dashboard](https://len123-dotcom/Excel-Dashboard)

## Excel Dashboard

Tools:  
Excel

Technique:

- data cleaning with unpivot
- data visualisation



# Project

## Data Cleaning

Faker Holdings Limited					
Order Summary Report					
For the Year Ended December 31, 2023					
Order Number	Order Date	Product-Category	Price per Unit	Qnantity	Total
101,2023-10-01,	Smartphone-Electronics,	600,2,1200			
102,2023-10-02,	Toaster-Home Appliances,	40,3,,120			
103,2023-10-03,	Running Shoes-Footwear,	80,5,400			
104,2023-10-04,	Tablet-Electronics,	300,1,300			
105,2023-10-05,	Blender-Home Appliances,	50,4,200			
106,2023-10-06,	Jeans-Clothing,	35,3,105			
107,2023-10-07,	Headphones-Electronics,	150,2,300			
108,2023-10-08,	Refrigerator-Home Appliances,	900,1,900			
109,2023-10-09,	Sneakers-Footwear,	70,4,200			
110,2023-10-10,	Laptop-Electronics,	800,2,1600			
111,2023-10-11,	Coffee Maker-Home Appliances,	60,3,,180			
112,2023-10-12,	Sweater-Clothing,	45,5,225			
113,2023-10-13,	TV-Electronics,	1000,1,1000			
114,2023-10-14,	Food Processor-Home Appliances,	80,3,240			
115,2023-10-15,	Dress-Clothing,	55,2,110			
116,2023-10-16,	Smartwatch-Personal Goods,	200,2,400			
117,2023-10-17,	Microwave-Home Appliances,	70,3,,210			
118,2023-10-18,	Backpack-Clothing,	40,4,160			
119,2023-10-19,	Camera-Electronics,	400,1,400			
120,2023-10-20,	Vacuum Cleaner-Home Appliances,	90,2,180			

= Table.TransformColumnTypes(#"Renamed Columns1",{{" Order Date", type date}, {" Price per Unit ", Currency.Type}, {"Quantity",							
	Order Number	Order Date	Product	Category	Price per Unit	Quantity	Total
1	101	10/1/2023	Smartphone	Electronics	600.00	2	
2	102	10/2/2023	Toaster	Home Appliances	40.00	3	
3	103	10/3/2023	Running Shoes	Footwear	80.00	5	
4	104	10/4/2023	Tablet	Electronics	300.00	1	
5	105	10/5/2023	Blender	Home Appliances	50.00	4	
6	106	10/6/2023	Jeans	Clothing	35.00	3	
7	107	10/7/2023	Headphones	Electronics	150.00	2	
8	108	10/8/2023	Refrigerator	Home Appliances	900.00	1	
9	109	10/9/2023	Sneakers	Footwear	70.00	4	
10	110	10/10/2023	Laptop	Electronics	800.00	2	
11	111	10/11/2023	Coffee Maker	Home Appliances	60.00	3	
12	112	10/12/2023	Sweater	Clothing	45.00	5	
13	113	10/13/2023	TV	Electronics	1,000.00	1	
14	114	10/14/2023	Food Processor	Home Appliances	80.00	3	
15	115	10/15/2023	Dress	Clothing	55.00	2	
16	116	10/16/2023	Smartwatch	Personal Goods	200.00	2	
17	117	10/17/2023	Microwave	Home Appliances	70.00	3	
18	118	10/18/2023	Backpack	Clothing	40.00	4	
19	119	10/19/2023	Camera	Electronics	400.00	1	
20	120	10/20/2023	Vacuum Cleaner	Home Appliances	90.00	2	
21	121	10/21/2023	Shorts	Clothing	25.00	5	
22	122	10/22/2023	Video Game Console	Electronics	350.00	1	
23	123	10/23/2023	Air Fryer	Home Appliances	60.00	3	
24	124	10/24/2023	Hoodie	Clothing	30.00	4	
25							

### Query Settings

#### PROPERTIES

Name

Cleaning Data in Power Query demo file

All Properties

#### APPLIED STEPS

Promoted Headers

Removed Top Rows

Merged Columns

Removed Blank Rows

Filtered Rows

Split Column by Delimiter

Split Column by Delimiter1

Changed Type

Merged Columns1

Merged Columns2

Merged Columns3

Merged Columns4

Merged Columns5

Removed Columns

Promoted Headers1

Changed Type1

Renamed Columns

Trimmed Text

Split Column by Delimiter2

Changed Type2

Renamed Columns1

Changed Type3

# CONTACT ME AT:



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