PORTOFOLIO

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

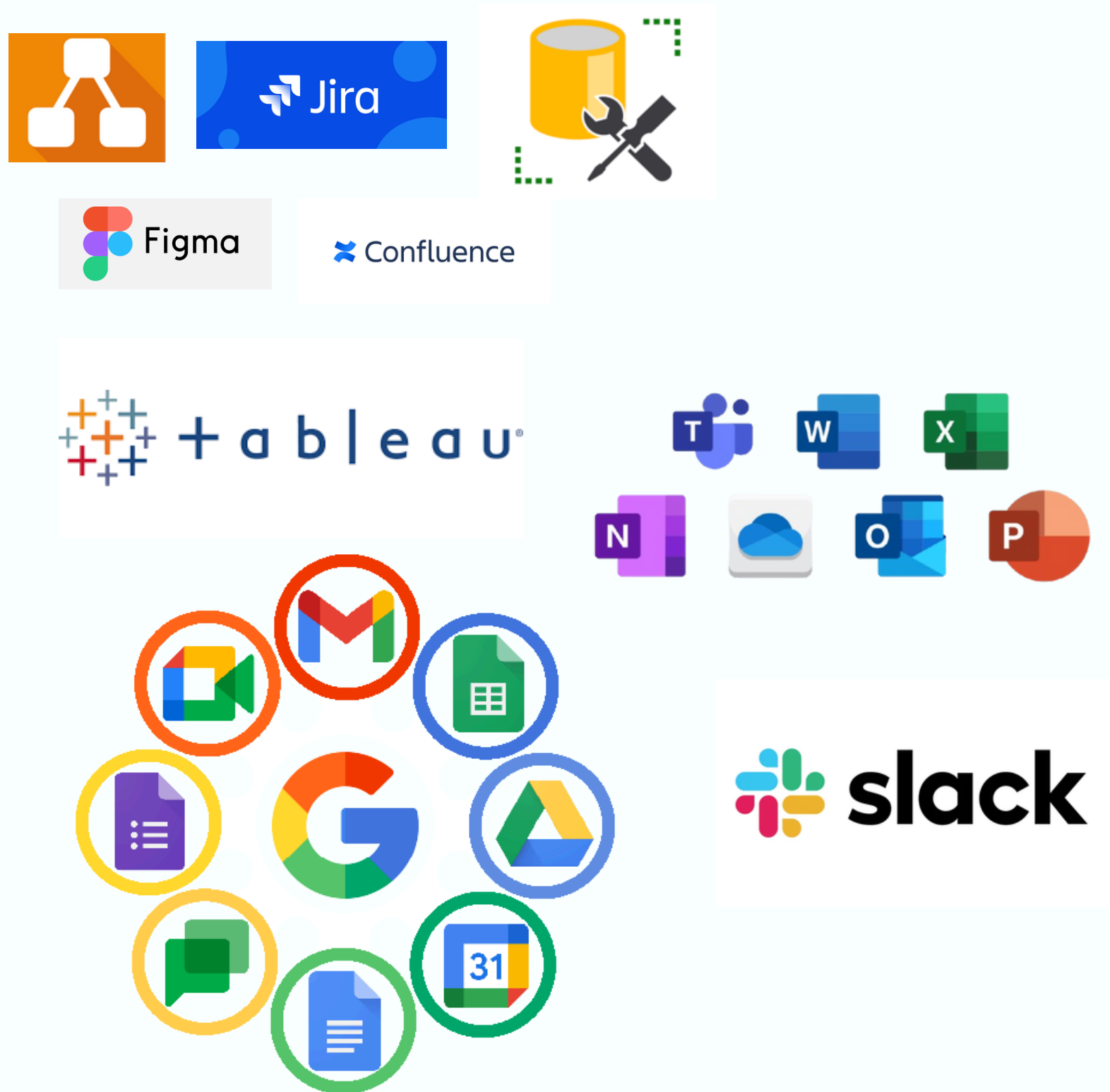**Asia Pasific University of Technology and Innovation, Kuala Lumpur**
2021-2025
Information Technology (Business Information System)
3.45/4.00

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
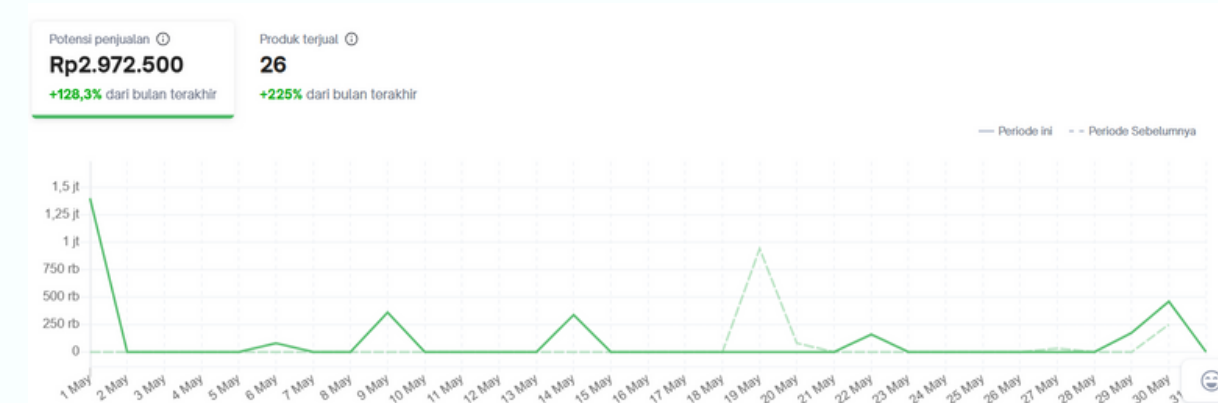PM PRO

Administrator - Online Shop Juhi Ibu Lucia

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.

Potensi penjualan
Rp2.972.500
+128,3% dari bulan terakhir

Produk terjual
26
+225% dari bulan terakhir

— Periode ini - - Periode Sebelumnya

1,5 jt
1,25 jt
1 jt
750 rb
500 rb
250 rb
0

1 May 2 May 3 May 4 May 5 May 6 May 7 May 8 May 9 May 10 May 11 May 12 May 13 May 14 May 15 May 16 May 17 May 18 May 19 May 20 May 21 May 22 May 23 May 24 May 25 May 26 May 27 May 28 May 29 May 30 May 31

ULASAN PEMBELI

⭐ **4.9** /5.0

98% pembeli merasa puas
74 rating · 30 ulasan

⭐5		71
⭐4 •		2
⭐3 •		1
⭐2 •		0
⭐1 •		0

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
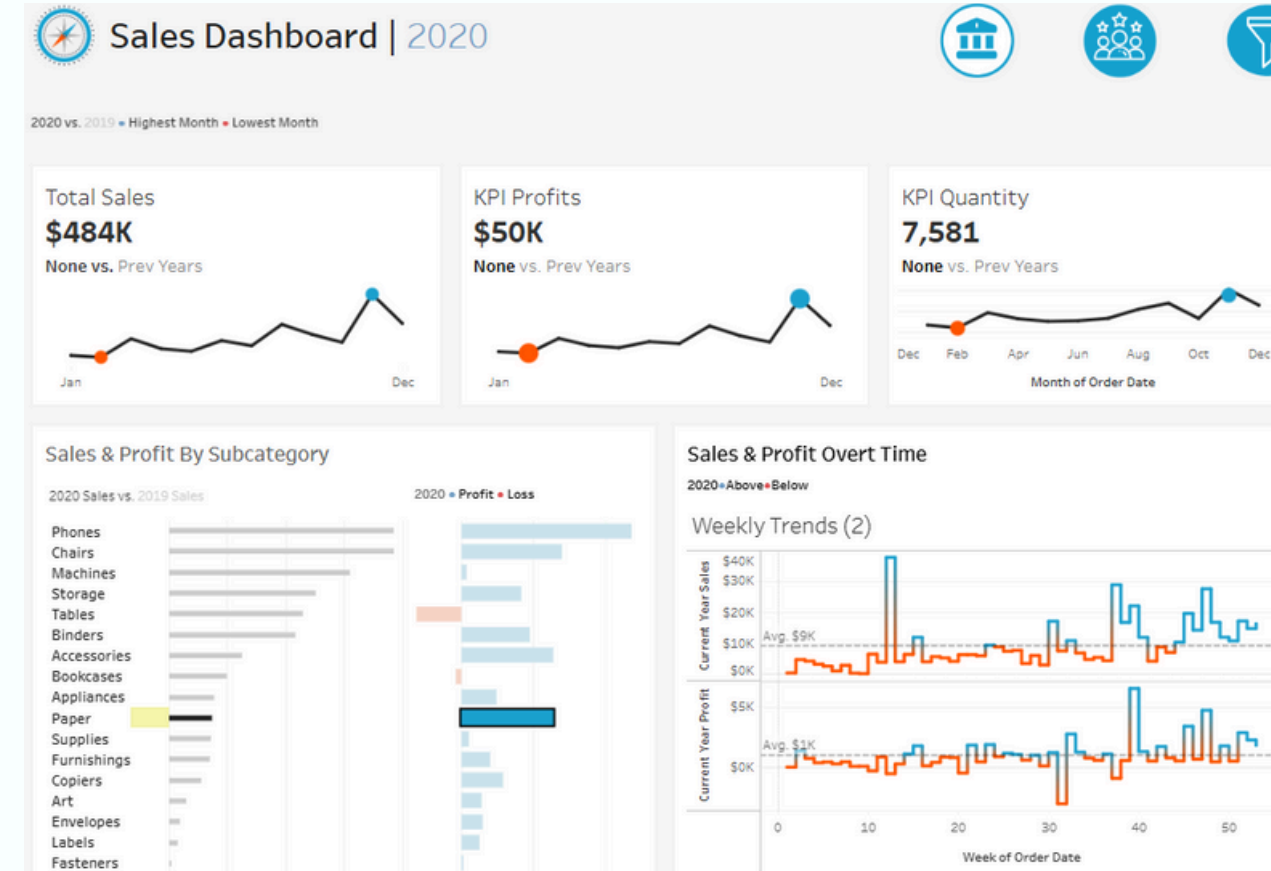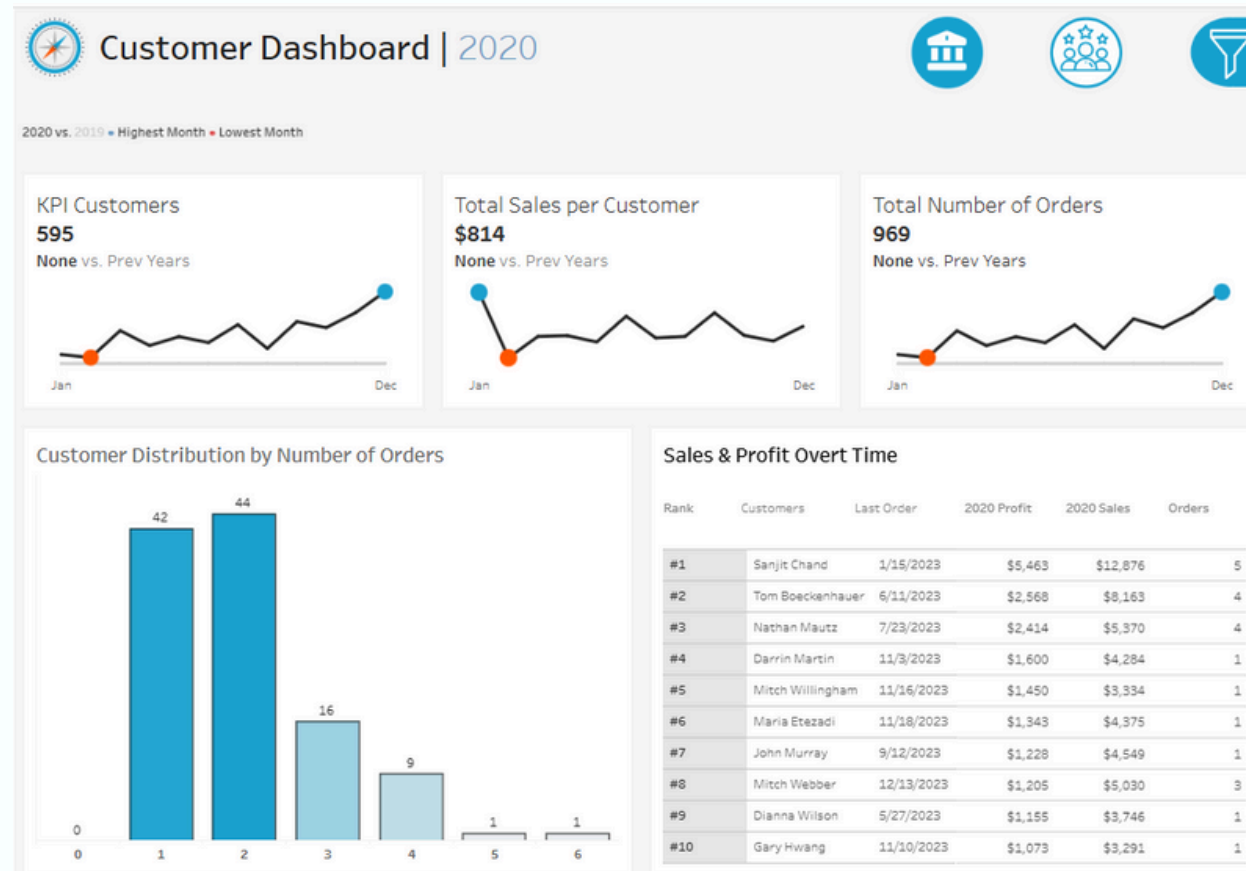
The Customer & Sales Dashboard was created in Tableau to provide actionable insights by comparing current and previous year data, focusing on customer sales, total customers, number of orders, and profit. It highlights key metrics like total sales, profitability trends, and product demand. The dashboard 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.

Tableau
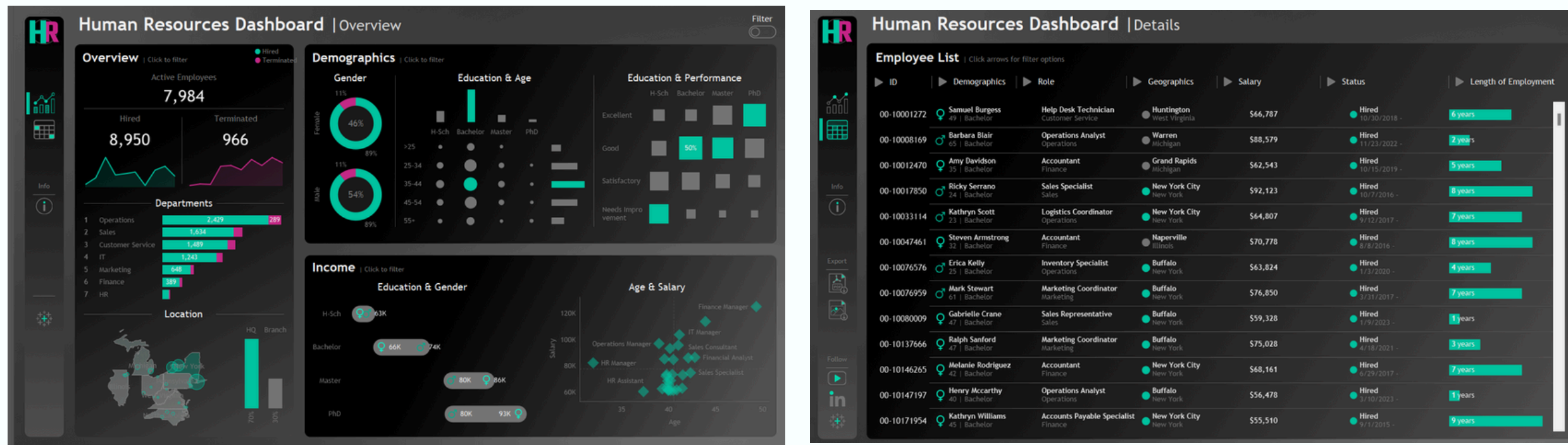
The HR Dashboard was designed in Tableau to streamline workforce analysis by providing insights into employee demographics, hiring trends, and organizational distribution. It includes key metrics such as the total number of active employees, hires, and terminations, along with details on employee gender, 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.

Tableau
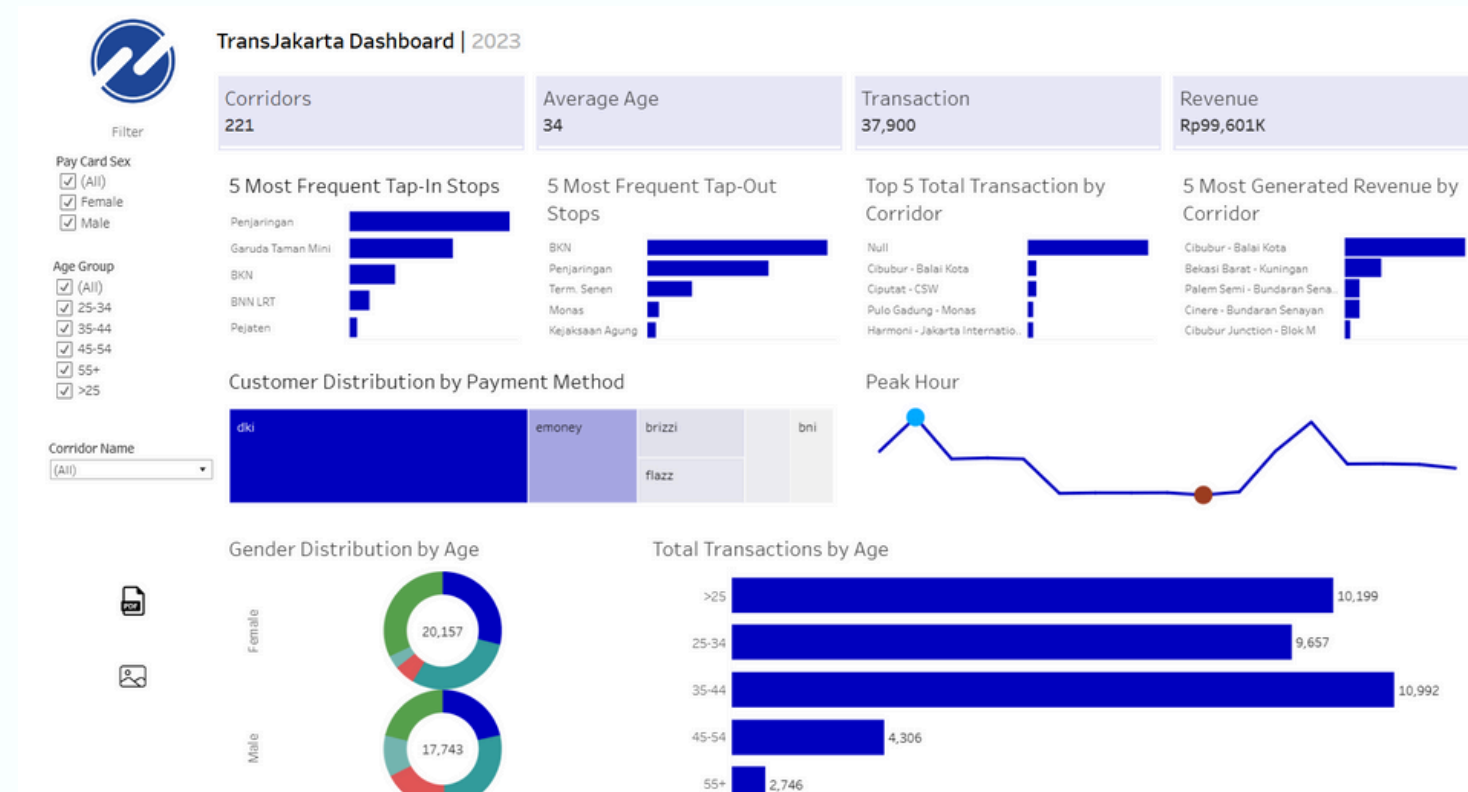
The Transjakarta Dashboard was built in Tableau to analyze key operational and revenue metrics, including total passengers, revenue, transactions, and corridor usage. It provides insights into passenger demographics (e.g., gender distribution), payment methods used, and the busiest corridors and times, 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.
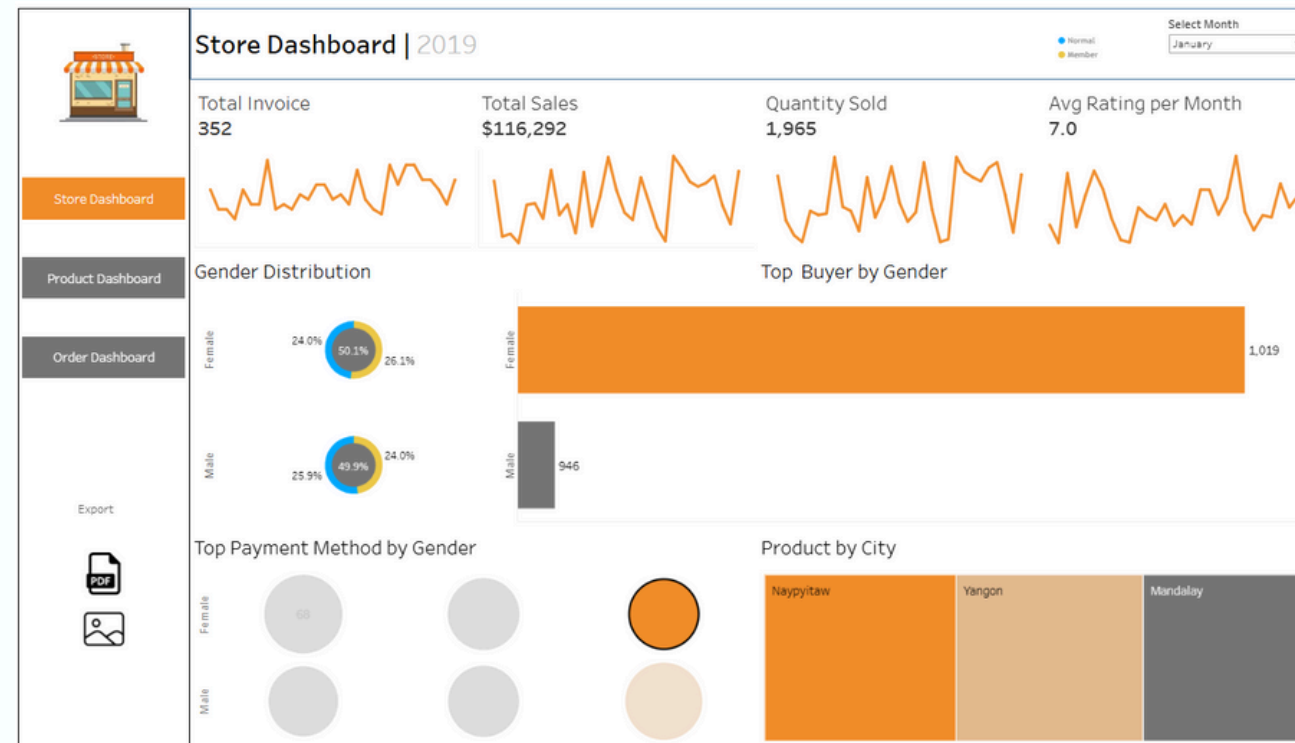
Tableau

Project

Others (Tableau)

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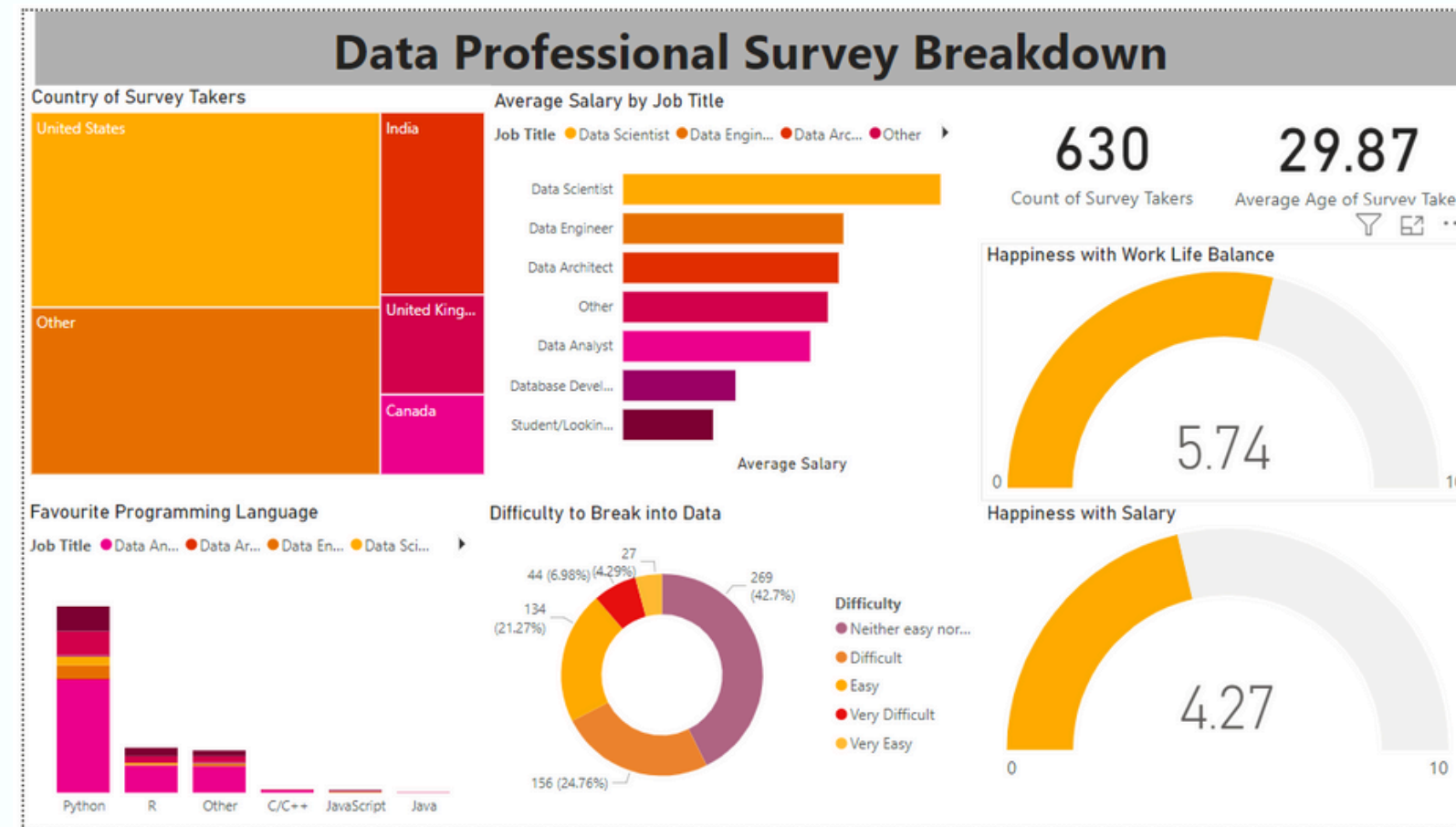Excel, Tableau, Badan Pusat Statistika Indonesia
Unpivot (Power Query)

Data Professional Survey Breakdown

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.

POWER BI
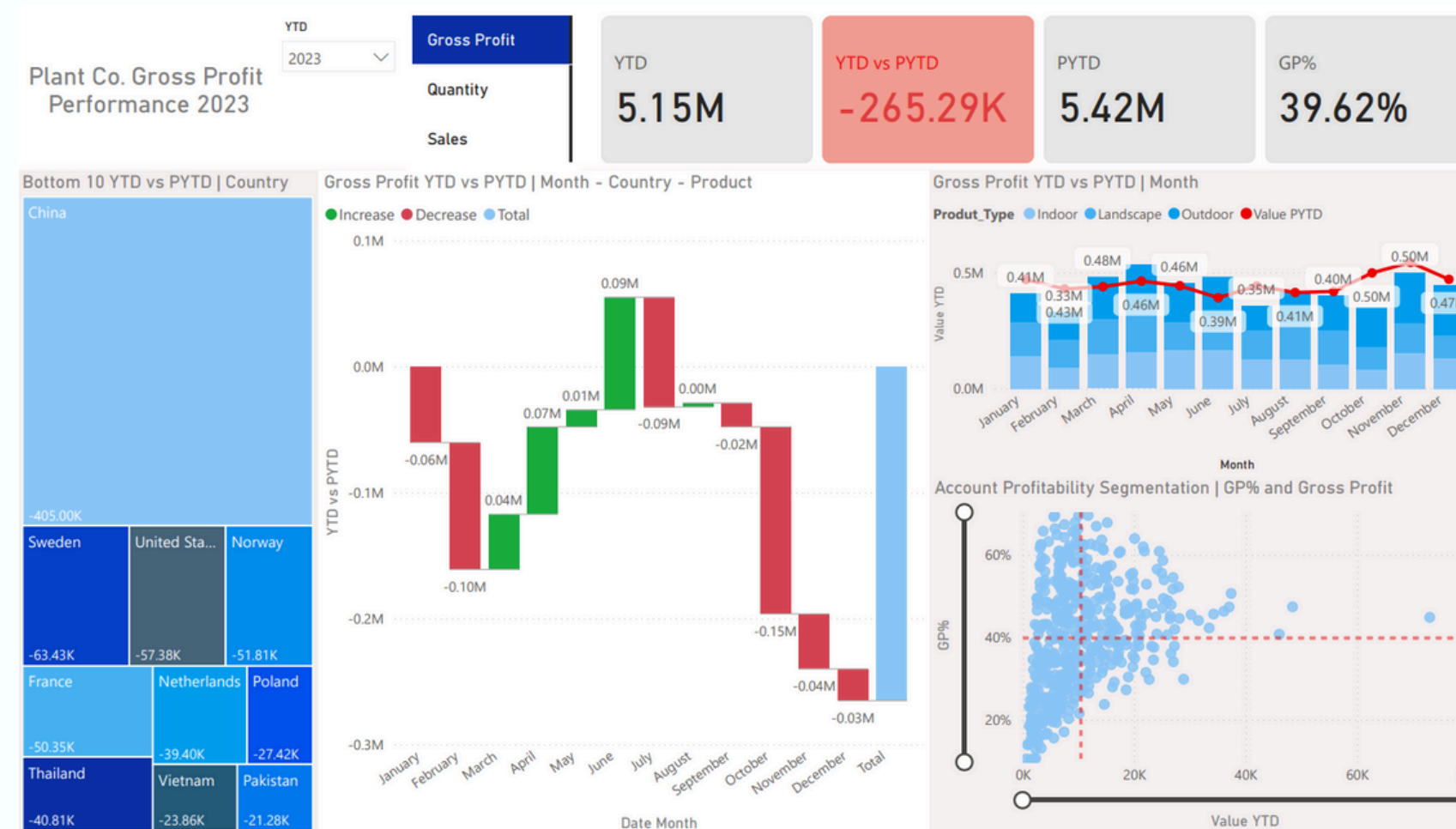
The Plant Co. Dashboard was developed in Power BI to analyze year-to-date (YTD) and prior year-to-date (PYTD) performance across key metrics for the years 2022, 2023, and 2024. The dashboard focuses on Gross Profit, Sales, and Quantity and enables stakeholders to monitor trends and identify areas for improvement effectively. With its interactive design, users can drill into granular data while keeping the broader context in view.

Data Cleaning & Transformation
- Addressed missing or inconsistent data in sales and profitability fields.
- Calculated Measures in DAX:
  - Created measures for YTD, PYTD, and YTD vs PYTD Growth using time intelligence functions.
  - Developed derived insights such as Gross Margin Percentage (GM%) and segmentation for scatter plot visualizations.

Data Analysis
- Compared YTD and PYTD performance for critical metrics (Gross Profit, Sales, and Quantity).
- Identified the bottom 10 countries based on PYTD vs YTD growth to focus on underperforming regions.
- Segmented account profitability using Gross Profit Percentage (GP%) to aid targeted decision-making.

Dashboard Design
- Filters: Interactive slicers for Gross Profit, Sales, Quantity, and years (2022, 2023, 2024).
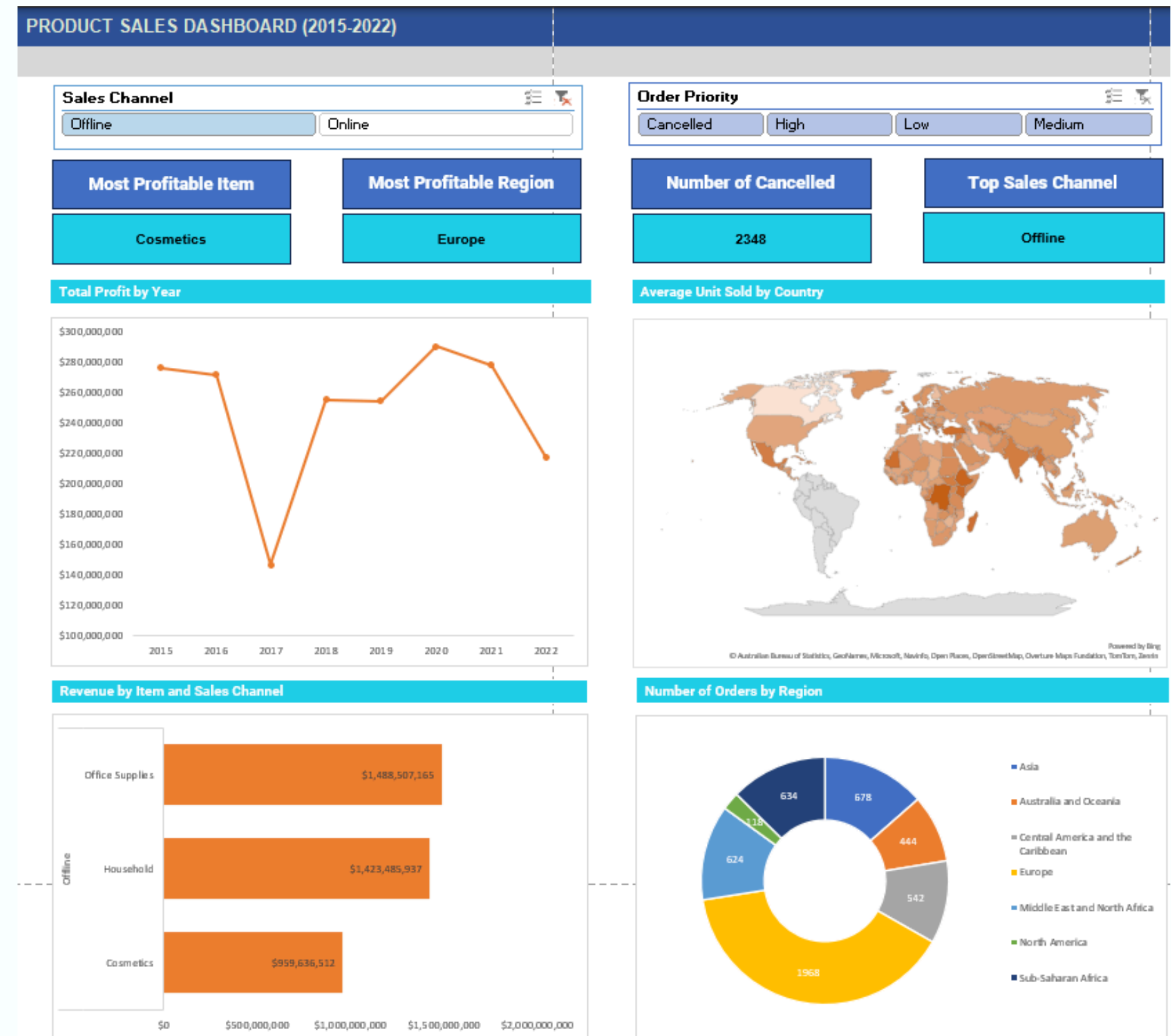
POWER BI

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  | Qnatity  |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	

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:

✉ florencetana08@gmail.com

📞 +62 85921725671

in Florence . | LinkedIn