

Dear Hiring Manager,

I am writing to express my strong interest in the Business Intelligence Analyst position at GoTo Group. Your mission to empower progress by providing technological infrastructure and solutions that enable everyone to thrive in the digital economy deeply resonates with me, and I am excited about the opportunity to contribute to Southeast Asia's largest digital ecosystem.

Through my internship at Bank Muamalat Indonesia, I demonstrated my ability to leverage data for business impact by consolidating and analyzing \$1.8M in sales data across multiple product categories. I developed comprehensive customer analysis dashboards using Looker Studio that provided actionable insights for reducing churn and increasing retention. This experience directly aligns with GoTo's need for an analyst who can measure and analyze business performance while effectively communicating insights to stakeholders.

At Kimia Farma, I showcased my capability to identify growth opportunities through data analysis. I designed data marts and executed ETL processes in BigQuery, developing dashboards that led to a 22% performance improvement in pharmacy branches. I also proposed data-driven strategies that increased sales by 12% in underperforming categories. These achievements demonstrate my ability to explore business opportunities and uncover actionable insights – skills that would be valuable in monitoring key metrics and identifying growth areas at GoTo.

My recent experience at Evermos further highlights my technical proficiency in SQL, Python, and various visualization tools. I collaborated with cross-functional teams to support data preparation and validation efforts during the company's audit process, working extensively with tools like Snowflake, Metabase, and dbt. This experience shows my ability to handle multiple tasks in a fast-paced environment while maintaining high standards of accuracy.

My academic background in Physics and recent Data Science Specialization have equipped me with strong analytical and statistical skills. I'm particularly proud of leading a team of six in developing a loan prediction machine learning application, which showcases my ability to lead data analytics initiatives while working collaboratively. This project resulted in reducing default rates from 19.55% to 7.06% and significantly improving processing efficiency.

I am particularly drawn to GoTo's position as a pioneer in creating a multi-service ecosystem that impacts millions of lives across Southeast Asia. The opportunity to contribute to raising living standards by leveraging data-driven insights while working with Southeast Asia's leading on-demand platform is extremely exciting.

I look forward to discussing how my analytical skills and passion for transforming data into actionable business insights can contribute to GoTo Group's mission of empowering progress across Southeast Asia.

Best regards,

Muhammad Cikal Merdeka