

# Muhammad Raihan Nur Rasyad, S.Si.

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## BRIEF INTRODUCTION

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Fresh graduate with a Bachelor's degree in Mathematics, with a strong background in mathematical analysis, algebra, statistics, and modeling, with a particular interest in algebra. Interested in building a career in data analysis. Has a strong interest in technology and always strives to keep up with the latest technological trends.

## EDUCATIONAL BACKGROUND

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**State Islamic University (UIN) Sunan Gunung Djati Bandung**

Sep 2021 - Jul 2025

*Department of Mathematics* | Faculty of Science and Technology

- **GPA: 3.81/4.00**, graduated *cum laude*.
- **Relevant Courses:** Data Structures, Data Mining, Statistics, Probability Theory, Categorical Data Analysis.
- **Awards:** Silver medal at the International Invention Competition for Young Muslim Scientists (IICYMS) held by the Indonesian Young Scientist Association (IYSA), 2023 – [\[Certificate\]](#).

## PERSONAL PROJECT

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### Amazon Sales Dashboard | Excel - [Link](#)

- Cleaning over 250 transactions with Excel, performing Exploratory Data Analysis (EDA) using pivot tables, and building interactive dashboards with charts, slicers, and timelines.
- Identified total sales of \$88.5 thousand from 88 completed transactions and analyzed sales performance by product category, region, and customer behavior.

### Coffee Sales Dashboard | Google Sheets & Looker Studio - [Link](#)

- Processed and cleaned over 1,000 transaction and buyer data using Google Sheets and built an interactive dashboard using Google Looker Studio.
- Identified total sales of \$45,130 with a profit of \$1,300 from 3,551 units and 913 customers, and analyzed sales performance by product type, region, and buyer behavior.

### Amazon Sales Analysis | SQL & Power BI - [Link](#)

- Built a relational database of 250+ transactions with Microsoft SQL and performed Exploratory Data Analysis (EDA) with SQL queries to discover sales patterns.
- Built a Power BI dashboard with ETL (Extract, Transform, Load) in Power Query and DAX measures to analyze sales trends, product categories, and customer segmentation.

### Marketing Campaign Analysis | Python - [Link](#)

- Processed over 1,100 transactions, performed Exploratory Data Analysis (EDA) with Pandas, and created visualizations using Matplotlib and Seaborn to evaluate the effectiveness of marketing campaigns.
- Developed Logistic Regression (66.8% ROC AUC) and Random Forest (72.7% ROC AUC) predictive models to identify the main factors affecting purchase conversion.

## CERTIFICATION

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- **IBM Information Technology Fundamentals** – [\[Certificate\]](#), February 2024.
- **RevoU Data Analytics Course** – [\[Certificate\]](#), December 2023.
- **Microsoft Office Specialist (MOS), Excel** – [\[Certificate\]](#), November 2023.
- **Test of English for Academics (TOEFA), Score 544** – [\[Certificate\]](#), November 2023.