

Muhammad Murtadha Ramadhan

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Work Experience

Amazon / Global largest online retailer and technology company (\$2T market cap) **Seattle, WA**
Business Intelligence Engineer Intern May 2024 - Aug 2024

- Designed and built subscription retention rate metric by payment methods in existing Worldwide Amazon Prime Video payment performance dashboard. Supported to potentially increase the retention rate by x percentage points.
- Examined the launching impact of Nequi digital wallet as new Amazon Prime Video payment in Colombia. Identified opportunities to minimize the payment method cannibalization and reduce the hard decline rates.
- Revamped existing query of the Worldwide Prime Video payment performance reporting. Enhanced its scalability and accuracy as well as eliminating all existing data duplication. The technical documentation of the improved query was rated as 'excellent' from the manager and director.

Tokopedia / Indonesia's leading technology-powered marketplace (\$4B market cap) **Indonesia**
Data Analyst Sep 2021 - Jul 2023

- Led strategic initiative along with business, product, and finance teams to increase logistics business gross profit by 12% through shipping price revamp and cost optimization in less profitable shipping routes.
- Guided Logistics business leaders to formulate and determine 2023 operational and financial objective key results through trend analysis and statistical analysis.
- Developed new Service Level Agreement target for third-party logistic partners by cluster analysis and data simulation in order to achieve SLA level at minimum of 90% as logistic operational key result.
- Designed and simulated new shipment allocation strategies for various third-party logistics providers (3PLs) in major operational routes, resulting in a potential reduction of shipping costs by 10%.
- Led data migration from Google Analytics (GA) universal to GA4 usage in logistics analytics team with potential of query cost efficiency by 10%.

Grab / Southeast Asia's leading superapp on mobility, deliveries, and financial services (\$15B market cap) **Indonesia**
Data Analyst Apr 2020 - Sep 2021

- Investigated product logic loophole prone to fraud through outlier analysis and proposed product logic improvement that prevents any further annual loss of \$1.5 million.
- Achieved a 17% reduction in driver partner incentive expenses by devising and executing a location-centric incentive program tailored for the same-day delivery service.
- Attained and sustained a 95% fulfillment rate by employing diverse strategies for driver engagement and activation, along with the implementation of penalties for driver cancellations.
- Created a visual demand heatmap to identify high-potential areas for focused thematic marketing campaigns, leading to a notable 15% increase in orders within the designated regions.
- Transformed social seller lead generation initiative by transitioning from manual procedures to automated web scraping on Instagram, resulting in a significant increase in daily leads from 200 to 10,000 (50x productivity improvement).

Grab, City Lead and Special Project Sep 2019 - Apr 2020
Grab, Operations Management Trainee Nov 2018 - Sep 2019

Education

University of Southern California **Los Angeles, CA**
Master of Science in Business Analytics (STEM) | GPA 3.64/4.00 | Dean's List Award December 2024

Bogor Agricultural University **Bogor, Indonesia**
Bachelor of Computer Science | GPA 3.38/4.00 July 2018

Projects & Achievements

Technical Innovation & Complexity Award - Prime Video Product Analytics GenAI Hackathon 2024 Built one of top five recognized hackathon projects at Prime Video Product Analytics (automated data quality check with GenAI AWS Bedrock). Presented in front of Prime Video Product and Tech Directors.

3rd Runner-Up USC MSBA Global Case Competition 2023 Examined and provided suggestions for Bridgeport potential expansion cities in the United States using the Esri spatial analytics platform and a multi-criteria decision-making model

[Indonesia GrabExpress Seller Loyalty Program](#) Co-initiated the Indonesia GrabExpress Social Seller Community as demand generation and seller retention strategy. Increased the average transaction per seller by 20% as well as improving their retention rate by 10 percentage points. The initiative was recognized and promoted by [Grab Group CEO](#).

Skills: SQL, PostgreSQL, MySQL, Google Bigquery, AWS Redshift, Python, R, Spreadsheets (Microsoft Excel, Google Sheets), Data Visualization (Tableau, Looker Studio, Power BI, Amazon Quicksight), Statistical Analysis (Experiment Design, Hypothesis Testing, A/B Testing), ETL Pipeline Design, Data Modeling, Metric Design, Machine Learning, Linear Optimization, Gurobi, Google Analytics, Git, Project Management, Jira