Nadya Alifa (Nadyr) Irsan

Project Portfolio

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Me at a glance

Besides what is in my CV, I have highlighted some parts that spark the ‘me’ in myself as follows:

Hello! I’m **Nadyr**!

Besides my educational background in Computer Science and Business Administration, I have passion in being a real-world problem solver. For most part, I have taken several consulting projects in different sectors. However, I am always open to learning new things- especially to take on more journey in consulting but with a digital transformation focus.

Education

- B.Sc - Computer Science; Universitas Gadjah Mada (2023)
- B.B.A. (non-degree) - Strategy; Singapore Management University (2021)
- HSC and Higher Ed, Business and Commerce; Green River College (2018)

Experience

- Business Development at Bussr
- Project Analyst at 180DC
- Former Data Analytics Consulting Virtual Intern at KPMG

Interest

Strategy, Digital Transformation, Financial Technology, Consulting

Portfolio content & highlighted skill acquired

180 Degrees Consulting

- ✅ Supply chain, finance, analytical skill, deliverables, slide-deck making

KPMG

- ✅ Data analytics, visualizations, analytical skill, slide-decks making

Deloitte

- ✅ Digital transformation (cloud), research, slide-decks making

Startup Pitch for ESS class

- ✅ Digital transformation (AI), research, creative-thinking, analytical skill, finance

180DC UGM

At 180DC, I was given a chance to work on a consulting project for a client in the coffee beverages industry. There, I developed and showcased skills in fast-paced critical thinking, offering strategic options and deliverables making. The project started in mid December 2020 and ended recently in March 2021. For the whole project assessing different pain points of the business, I took part on the supply-chain and finance sectors. For the completion of the whole project which was done by a group of 8, the client gave **10/10** score.

Role

Project Analyst

Project Scope

Restructuring business's financial and supply chain model

Deliverable

Stock replenishment and bookkeeping system

Year

2020-2021

Highlighted skillset

Supply chain, finance, analytical skill, deliverables, slide-deck making

Goal

Offering a more efficient working models supported by digital transformation initiatives for better operations and maximized profitability for a client specializing in coffee beverages industry

Process

I analyzed the client's supply-chain systems, revenue streams and researched the market potentials in Yogyakarta. I then weigh the effectiveness of their past and current lines of services through mainly sales trends, distribution channel and their income statement. There, I was able to identify which channel produced most efficient work, which had most challenges and which has biggest growth potentials

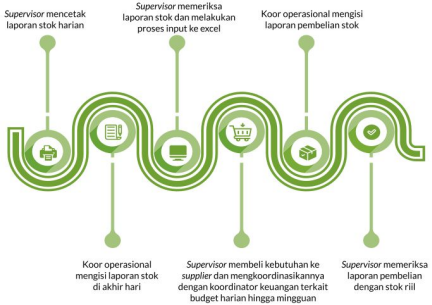
Deliverable

Through offering systems tailored to cater their specific demands, I offered recommendations in the form of deliverables for their stock replenishment and bookkeeping system with a projected result of increasing revenue by **16.15%** per monthly sales

Portfolio of work at 180DC UGM

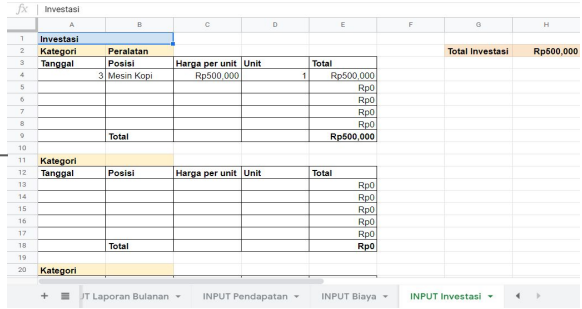
Pengukuran kinerja rantai pasok tersebut juga didukung dengan analisis inefisiensi seperti berikut.

Serta didukung dengan sistem Stock Replenishment lewat alur pencatatan sistem inventori secara rutin guna memprediksi kebutuhan stok harian.



Analyzing and designing the system

Beforehand, I utilized the given reports from the client's in regards to their supply chain management. There, I identified three key problems that have disrupted the business into operating with lower efficiency. To mitigate the situation, I came up with stock replenishment system workflow to yield better operations processes and results, to benefit all stakeholders.



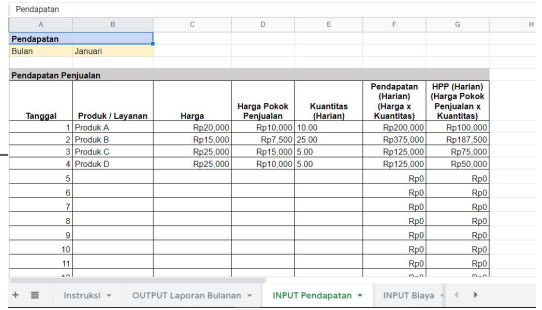
Investasi

	A	B	C	D	E	F	G	H
1	**Investasi**							
2	**Kategori**	**Peralatan**					**Total Investasi**	**Rp500,000**
3	**Tanggal**	**Posisi**	**Harga per unit**	**Unit**	**Total**			
4	3	Mesin Kopi	Rp500,000	1	Rp500,000			
5					Rp0			
6					Rp0			
7					Rp0			
8					Rp0			
9		**Total**			**Rp500,000**			
10								
11	**Kategori**							
12	**Tanggal**	**Posisi**	**Harga per unit**	**Unit**	**Total**			
13					Rp0			
14					Rp0			
15					Rp0			
16					Rp0			
17					Rp0			
18		**Total**			**Rp0**			
19								
20	**Kategori**							

INPUT Laporan Bulanan | INPUT Pendapatan | INPUT Biaya | INPUT Investasi

Deliverable of bookkeeping system

Initially, the client used to rely more on traditional processes including for recording budgets and expenses. Causes of that include lower revenue than expected, room for fraud and more. To mitigate this, I offered a bookkeeping system implementing basic accounting skills packaged in excel form so that stakeholders do not need to very tech savvy especially considering how transforming digitally would be a new thing



Pendapatan

	A	B	C	D	E	F	G	H
1	**Pendapatan**							
2	Bulan	Januari						
3								
4	**Pendapatan Penjualan**							
5	**Tanggal**	**Produk / Layanan**	**Harga**	**Harga Pokok Penjualan**	**Kuantitas (Harian)**	**Pendapatan (Harian) (Harga x Kuantitas)**	**HPP (Harian) (Harga Pokok Penjualan x Kuantitas)**	
6	1	Produk A	Rp20,000	Rp10,000	10.00	Rp200,000	Rp100,000	
7	2	Produk B	Rp15,000	Rp7,500	25.00	Rp375,000	Rp187,500	
8	3	Produk C	Rp25,000	Rp15,000	5.00	Rp125,000	Rp75,000	
9	4	Produk D	Rp25,000	Rp10,000	5.00	Rp125,000	Rp50,000	
10	5					Rp0	Rp0	
11	6					Rp0	Rp0	
12	7					Rp0	Rp0	
13	8					Rp0	Rp0	
14	9					Rp0	Rp0	
15	10					Rp0	Rp0	
16	11					Rp0	Rp0	

Instruksi | OUTPUT Laporan Bulanan | INPUT Pendapatan | INPUT Biaya

***some parts were removed due to confidentiality**

KPMG

In May 2020, I worked at KPMG as their virtual data analytics consulting virtual intern. I was assigned with three scope of tasks mainly revolving around assessing data completeness and its quality (including errors, unidentified) using Python, transformed the 'qualified' data into visualizations using Tableau and later interpreted and offered recommendations focusing on product strategy utilizing slide decks for targeting our client's high value customers. The data given mainly focused on 29,000~ row spreadsheet.

Role

Data Analytics Consulting Virtual Intern

Project Scope

Data analytics, visualizations and presentations

Deliverable

Tableau visualizations and recommendation

Year

2020

Highlighted skillset

Data analytics, visualizations, analytical skill, slide-decks making

Goal

Provide strategy to target high value customers based on customer demographics and attributes for client focusing in the bicycle market industry through demonstrating data analytics, customer segmentation and data skills

Process

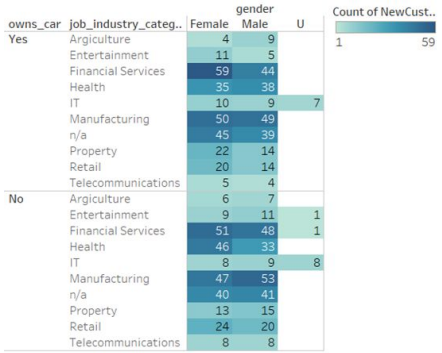
I performed assessment of first the data quality and completeness of the given xls. document. Then, I extracted the 29,000~ row data spreadsheet later transformed it into visualizations using skill in Tableau.

Deliverable

To enable the client in targeting high value customers, I showcased slide decks of complex analyses of the market and offered product strategy recommendations

Portfolio of work at KPMG

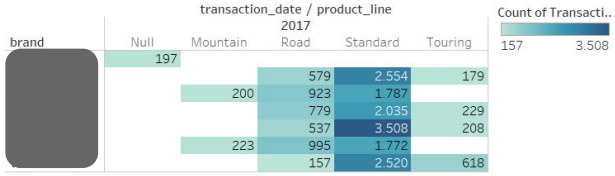
Customer counts based on car, job industry and gender



owns_car	job_industry_categ..	gender Female	Male	U
Yes	Argiculture	4	9	
	Entertainment	11	5	
	Financial Services	59	44	
	Health	35	38	
	IT	10	9	7
	Manufacturing	50	49	
	n/a	45	39	
	Property	22	14	
	Retail	20	14	
	Telecommunications	5	4	
No	Argiculture	6	7	
	Entertainment	9	11	1
	Financial Services	51	48	1
	Health	46	33	
	IT	8	9	8
	Manufacturing	47	53	
	n/a	40	41	
	Property	13	15	
	Retail	24	20	
	Telecommunications	8	8	

Count of NewCustomerList broken down by gender vs. owns_car and job_industry_category. Color shows count of NewCustomerList. The marks are labeled by count of NewCustomerList.

Brand vs Type of product for the year of 2017 transaction



brand	transaction_date / product_line 2017 Null	Mountain	Road	Standard	Touring
[redacted]	197				
			579	2.554	179
		200	923	1.787	
			779	2.035	229
			537	3.508	208
		223	995	1.772	
			157	2.520	618

Count of Transactions broken down by transaction_date Year and product_line vs. brand. Color shows count of Transactions. The marks are labeled by count of Transactions.

Analyze and visualize data

From the previous given spreadsheet data, I have managed to analyze what types of data that are useful for seeing sales trends. I have encountered that differences were present the most in gender binaries and job industries for looking which customer segmentation is most effective and not. Additionally, to see the sales trend, I analyzed for each brand and each bicycle types to yield for production strategy- maximizing resources acquired for bigger profitability

Strategy :

Focus on selling the brand with the most number of transactions, limit productions of brand with the least number of transactions.

Therefore, with the acquired records, we can maximize production of the [redacted] standard bike and reduce when possible the production of [redacted] road bike.

Strategy recommendation

After thoroughly analyzing data, I have came up with several strategies including but not limited to maximizing production of the X bikes (type and brand) and reduce possible production of Y bikes (type and brand). This conclusion came from assessing data quality, completeness, analytics and visualizations.

***some parts were removed due to confidentiality**

Deloitte

I took a project as part of the Deloitte Cloud Engineer Virtual Internship program. In this project, I demonstrate skill in slide decks making for kick-off meeting with client (a large Australian University) introducing them recommendation to digitally transform to cloud computing technology. Topics covered on the slide decks include cloud computing definition, characteristics and capabilities.

Role

Project as part of Cloud Engineering Virtual Internship program

Project Scope

Research and slide decks making for digital transformation using cloud computing

Deliverable

Slide decks for kick-off meeting

Year

2020

Highlighted skillset

Digital transformation (cloud), research, slide-decks making

Goal

Present fundamentals of Cloud for a kick-off meeting with client that involves defining cloud computing, its characteristics and capabilities to gain deeper understanding of Cloud and assess whether this aligns their vision and technology portfolio

Process

Researched technical advantages and capabilities of cloud computing using articles and journals from Deloitte and other sources in accordance to meet the client's business model needs and wants

Deliverable

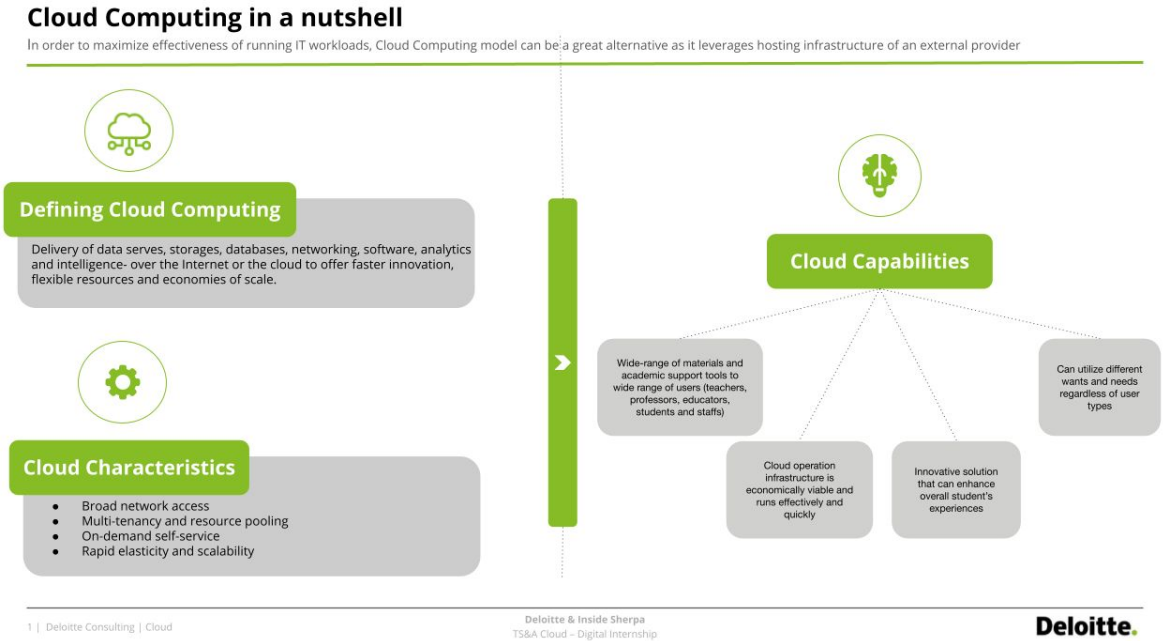
I provided slide deck of analyses on Cloud Computing technology to Deloitte and the client's stakeholders from both IT and business

Me at a glance | Project I- 180DC | Project II- KPMG | Project III- Deloitte | Project IV- Startup Pitch-Deck

Portfolio of work at Deloitte

Slide deck

To gather information as written in the slidedeck, I managed to surf not only recommended resources by my director but also trying to sort which characteristics and capabilities needed to be point out so that I can grasp better understanding of what the university needs and would love to see, and this could strengthen their decision whether to go with cloud computing transformation or not



Startup Pitch

I took an Entrepreneurial and Success Skill course at UGM starting February 2021 and was given a project mainly to propose a business model to be implemented after the pandemic ends. The output of the assignment was in form of a pitch-deck. Within this project, I performed assessment and innovated for driving factors, external factors, possible key competencies, needed strategies and results.

Role

Startup idea initiator

Project Scope

Pitch-deck offering business model feasible for after pandemic situation

Deliverables

Pitch-deck

Year

2020

Highlighted skillset

Digital transformation (AI), research, creative-thinking, analytical skill, finance

Goal

Provide a thorough business model to be implemented after pandemic ends

Process

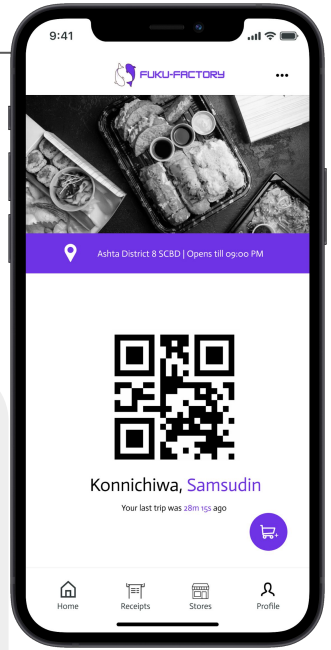
I performed assessment of driving factors and external analysis of the F&B industry (the industry of my startup's idea proposed). Came up with innovation on key competencies and strategies and analyzed future projections including financially.

Deliverable

As part of the pitch-deck was for getting Angel investment funds, I showcased 15 pages of slides with complex analyses and recommendations (including strategy supported by risk & mitigations).

Me at a glance | Project I- 180DC | Project II- KPMG | Project III- Deloitte | Project IV- Startup Pitch-Deck

Portfolio of work for Startup Pitch assignment



One of the mockup of the product

After identifying my business model canvas, proposed key competencies and workflow of the business. I created a simple mockup of one of the product lines, which includes this Fuku-Factory app, an application to support the AI tech just-walk-in technology to the restaurant (for every products purchased, customer do not need to scan one by one, just need to scan once entering the store).

As per its business model, Fuku Factory divides its model into two: B2C and B2B with a particular dominance towards B2C

FUKU-FACTORY

01

B2C

Main focus offering products and services to its customers whereas will be channeled through "just walk out" stores, in collaboration with POS partners to online services using mobile apps

02

B2B

Complementary provide services to other businesses or smaller merchants by charging commissions per beverages/merchandises sold at **Fuku-Factory**

Financial Modeling

30K	Total sales per year
Rp.2.26B	Total revenue with avg. purchase of Rp.75K
Rp.678M	Total 30% profits (B2C: 12%, B2B: 8%)

Overview | Driving Factors | External Analysis | Key Competencies | Strategies | Projected Results

Financial modelling of the business

Looking at the product offerings, key competencies and previous analyses, I have identified that best approach for the business would be divided into two models; B2B and B2C, with a particular dominance. It seems the business can benefit from all stakeholders, do not need to necessarily pick one or another. To see the feasibility, clarityness and worthiness of implementing the business, especially in the eyes of the investor, I provided a simple financial modeling projecting total sales per year, revenue if average purchase per customer per day is 75K IDR and total profits calculated with the assumption.

While my portfolio gives a brief history of my work, I love learning new things and I am very passionate in solving issues in the world and creating meanings for all. Let me know what your place needs and I will try helping to bring more success to us both and also others.

Contact me

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