Rahma Dewi Yuni Asri

U27, 2 Roadborough Ave.
Crows Nest, NSW 2065
+61 431 490 232
rahmadewiyuniasri@gmail.com
Australian Permanent Resident

EXPERIENCE

GoTo Group, Jakarta — Gojek & Tokopedia *Senior Growth Analyst (Double Role)*

MAY 2022 - MAY 2023

At GoTo Group, we encountered a challenge with the disbursement performance of our merchant lending products, despite having a substantial user base, which was impeding revenue growth. I delved into various datasets, including transaction data and funnel metrics, utilizing SQL to pinpoint the issue. The analysis revealed:

- A growing trend in early funnel drop.
- Lower campaign engagement, evidenced by reduced open and click rates.

To address the funnel issues, several campaign strategies were implemented:

- Increased frequency of reminders in the notifications center, resulting in a 10% improvement in overall funnel stages.
- Implementation of telemarketing for users in the final stages of the funnel, contributing to a 7% increase in disbursement rates.
- Introduction of segmentation for pricing, leading to a 10% improvement in disbursement rates.

To tackle lower campaign engagement:

- Utilized additional touchpoints, such as home banners, resulting in a 10% increase in customer visits.
- Altered the messaging approach to focus on use-cases rather than generic messages, yielding a 5% improvement in click rates.

For reporting the results, I utilized SQL to clean the campaign data and subsequently created a dashboard in Google Data Studio. Additionally, I established an automated daily report in Slack, summarizing the daily progress of disbursements. I also managed a weekly presentation to senior management (SVP, VP, and Directors).

NielsenIQ, Jakarta — Retail and Loyalty Analytics *Manager*

OCTOBER 2021 - MAY 2022

The retailer client sought our expertise to evaluate the effectiveness of their promotion. In response, I implemented our promo analyzer modeling, scrutinizing campaign data over the past three years, with a focus on baby milk products and changes in consumer behavior.

Utilizing SQL, I meticulously identified each campaign transaction, incorporating data on visits and spending patterns eight weeks before, during, and 12 weeks after the promotion. Our analysis revealed that the most profitable and sustainable promotion strategy involved a combination of a 10% discount and points.

I presented these findings visually using Tableau to stakeholders. Subsequently, the retailer utilized this information to construct a compelling case for their FMCG principals, offering insights into the most effective strategies for successful campaigns. As a result, these insights influenced decisions on allocating additional investments to enhance the product's success within the retailer's platform.

NielsenIQ, Jakarta — Retail and *Loyalty Analytics Senior Executive*

OCTOBER 2020 - SEPTEMBER 2021

Implemented a customer-centric strategy focused on personalizing the experience for cardholder shoppers and customer lifecycle management. I use SQL to create customer segmentation through RFM analysis to identify and target the loyalty segment. Executed tailored campaign strategies for different segments:

- Rewarded already loyal customers with additional points.
- Encouraged middle-tier customers to visit more frequently or expand their basket through targeted vouchers based on spending thresholds or store visits.
- Aimed to win back customers on the verge of leaving by providing exclusive vouchers.

Managed and monitored all metrics using Tableau dashboards, sharing insights with our client. This strategic approach resulted in a notable 5% increase in sales growth, despite the overall decline in store performance attributed to the impact of Covid-19 in 2020.

SKILLS

SQL
Tableau
Power BI
Google Data Studio
Python
Client Servicing
Ms. Excel
Ms. Power Point
Project management

PORTFOLIO

https://github.com/rahuuuma

AWARDS

Nielsen SEA Simply Excellence Award
MAY 2019

Nielsen SEA Best Presentation for Integrated Analytics Process   JULY 2020

Nielsen SEA Top Talent

MAY 2021

CERTIFICATION

Tableau Desktop Foundation

LANGUAGES

Indonesian, English

NielsenIQ, Jakarta — Retail and *Loyalty Analytics Executive*

AUGUST 2018 - OCTOBER 2020

Project managed and led the creation of store clusters for 15,000 locations across Indonesia based on customer behavior, a crucial step to prioritize products within the limitations of space, particularly in the minimarket format.

I used SQL to analyze and segment preferences using various attributes from the transaction dataset, revealing distinct segments such as:

- Young Family stores with a preference for products catering to those under six years,
- Residential stores excelling in domestic categories,
- Grab&Go stores showing notable performance in the ready to eat and ready to drink category.

The result was presented to the President Director from the client side using Powerpoint.. Following execution, this initiative yielded remarkable outcomes, including an 8% increase in sales and a reduction of inventory days by 4.

EDUCATION

Bandung Institute of Technology, Bandung — *Bachelor of Engineering*

AUGUST 2011 - JULY 2015

Bachelor of Engineering, Electrical engineering; Cumulative GPA: 3.38/4.0

Bandung Institute of Technology, Bandung — *Master of Engineering*

AUGUST 2015 - JULY 2018

Bachelor of Engineering, Electrical engineering; Cumulative GPA: 3.56/4.0