**Muhammad Ramdhan Hidayat**

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**SUMMARY**

Senior Data Analyst specializing in leveraging Generative AI and advanced analytics to optimize content performance and drive data-driven creative strategy. Proven ability to develop and analyze experiments (A/B testing), translate complex user data into actionable insights for non-technical stakeholders, and build end-to-end AI solutions using LLMs. Eager to apply a pioneering mindset to define and measure success in the emerging field of AI-powered marketing.

**TECHNICAL SKILLS**

**Languages:** Python, R, SQL, Clojure, TypeScript

**AI & ML:** Generative AI, LLMs, LangChain, Hugging Face, Scikit-learn, OpenAI API, RAG, Predictive Modeling

**Data & Viz:** Google BigQuery, Tableau, Google Data Studio, Seaborn, Ggplot, Pandas, NumPy

**Methodologies:** Measurement & Experimentation (A/B Testing, Hypothesis Testing, KPI Definition), Unsupervised Learning (Clustering), Data Storytelling

**Social Listening:** Familiar with principles of Brandwatch, Global Web Index, Audiense; experience analyzing public sentiment and behavior data.

**PROFESSIONAL EXPERIENCE**

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| **Research and Policy Analyst** | **Nov 2023 – Present** |
| ***The House of Representatives, Republic of Indonesia*** | ***Jakarta, Indonesia*** |

* Translated complex quantitative and qualitative data into compelling briefing materials for senior non-technical stakeholders (legislative members), directly influencing high-stakes policy decisions.
* Practiced advanced data storytelling to distill intricate policy issues into clear, actionable insights, enabling data-driven decision-making at the highest levels of government.

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| **Data Analyst** | **Nov 2021 – Jun 2022** |
| ***Zenius Education*** | ***Jakarta, Indonesia*** |

* Analyzed user engagement data from gamified learning content to identify key drivers of performance, providing insights on creative performance that directly informed future content development strategy.
* Designed and executed A/B tests to evaluate the effectiveness of new content features, directly contributing to a 5% increase in user interaction with tested features and a data-driven optimization roadmap.
* Extracted and aggregated diverse datasets from Google BigQuery to build models that uncovered patterns in user behavior and content interaction.

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| **Problem Generator Developer** | **May 2021 – Nov 2021** |
| ***Zenius Education*** | ***Jakarta, Indonesia*** |

* Developed and maintained a library of thousands of gamified digital content assets, ensuring data integrity and quality for user-facing applications.
* Led a data quality initiative using Python to analyze and cleanse content metadata, implementing new validation processes that reduced production errors by 90%.

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| **Data Science Mentoring & Instruction** | **Feb 2022 – Apr 2024** |
| ***Kampus Merdeka & Rakamin Academy*** | ***Remote*** |

* Mentored over 95 students across multiple batches in Data Science and Machine Learning fundamentals, translating complex concepts into understandable lessons.
* Evaluated and provided detailed feedback on end-to-end data analysis projects, from data collection and modeling to deployment and interpretation of results.

**SELECTED PROJECTS**

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| **SycoBench: AI Sycophancy Evaluation Dashboard** |  |

* Designed and built a full-stack LLM evaluation dashboard to measure and visualize sycophancy (over-alignment) bias in various Generative AI models.
* Implemented a Python backend for multi-metric computation and leveraged Next.js for an interactive front-end, enabling deep-dive analysis of model behavior.

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| **PdVerse: Intelligent PDF Management and AI Chat Assistant** |  |

* Engineered an intelligent document management system with a conversational AI interface, enabling semantic Q&A and enhanced user interaction with PDF content.
* Developed a hybrid RAG retrieval system with local-first capabilities for robust and private document search and analysis.

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| **Customer Segmentation for Targeted Marketing** |  |

* Developed an advanced customer segmentation model using RFM analysis and unsupervised machine learning (UMAP, HDBSCAN) to identify high-value audience clusters.
* Delivered actionable audience insights that identified a high-value segment projected to increase engagement by 15%, enabling the business to move beyond simple demographic targeting towards more effective, behavior-based marketing campaigns.

**EDUCATION**

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| **Master of Science in Data Science & Analytics** | **Jun 2024** |
| ***University of Science Malaysia*** | ***Penang, Malaysia*** |

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| **Bachelor of Science in Physics** | **Jun 2019** |
| ***University of Malaya*** | ***Kuala Lumpur, Malaysia*** |

**CERTIFICATIONS**

BCG X Data Science | Meta Data Analytics Methods for Marketing | Decision Intelligence (Cassie Kozyrkov)