Rayhan Narawangsa

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Rayhan is a data-driven professional with notable exposures of business analytics and machine learning fields. He is recognized for his project management skills and innovative use of statistical modeling, to generate business insights and enhance processes. Rayhan provides extensive experiences in retail and financial service, while also demonstrating solid interest in analytics roles across various industries.

Professional Experience

Data Scientist Assistant Manager — CIMB Niaga   Nov 2022 - Present

- Identifies viable business opportunities to enhance company's revenue growth. Utilizing a range of methodologies including A/B testing and machine learning approaches.
- Provides insights into the company's overall business trends, root causes, and forecasts, allowing informed decision-making across the organization.
- Designs data structures and pipeline automation, capable of handling Big Data, analytical models, and traditional business intelligence/data warehouse reporting systems.
- Conducts end-to-end verification of project execution processes using the Sprint method to identify issues, analytics approaches, and result tracking.
- Key Achievement: Generated IDR >2 Bio cost savings over a 6-month span of ATM placing recommendations, enhanced project revenue by a monthly increase of 47% in a multiclass top-up prediction model.

Senior Data Processing Specialist — NielsenIQ   Jun 2022 – Nov 2022

- Oversaw surrounding teams in regard to field survey preparation and execution. Focused scope includes determining sample amount, questionnaire design, data acquisition methods, and project timelines.
- Formulated training materials for SEA team, in scopes of data processing, IT support, and query handling.
- Coordinated system migration, which included analytics calculations, tool adjustments, and result checks.
- Performed end-to-end data processing flow, including data adjustments, validation, analytics, and tools improvement, in order to bring impactful insight to the clients.
- Key Clients: Procter and Gamble, Frisian Flag, Shell, Multi Bintang Indonesia, Orang Tua Group, Holcem, Indocement, Japan Tobacco International, Mars, Omron, Abbott, AkzoNobel, and Bukalapak.
- Key Achievement: Saved potential cost up to IDR 84 mio/year by generated internal platform of Business Intelligence tools for two clients.

Operation, Data Processing Executive — NielsenIQ   Dec 2021 – May 2022

- Performed data validation using statistics and empirical approach to ensure the accuracy of metrics used.
- Built processing tools including database design, automation, and quality control checker, to ensure that the data is processed in the effective manner.
- Developed deep understanding of highlighted changes, evolving patterns, and other insights, to improve the client's product sales and business processes.
- Presented output on engaging dashboards or other self-served data products (Tableau, Excel VBA, etc.)
- Key Achievement: Built automation tools to accelerate end-to-end processing time to >80% faster.

Data Scientist Intern — Deepublish Publishing   Jan 2022 – Feb 2022

- Gathered, organized, and converted raw data into usable information while ensuring its accuracy for data preprocessing to model deployment.
- Generated interactive dashboard using Google Data Studio to provide insights of top selling products, marketing channels, and other sales patterns.
- Developed a regression model to predict the amount of products sold with >70% accuracy.
- Key Achievement: 100% targeted KPI are achieved: Generated dashboard and sales profiling per area.

Business Transformation Consultant — PT Sucofindo   Jul 2021 – Dec 2021

- Emphasized on Industry 4.0, performed client's company assessment based on as-is and to-be business model.
- Devised strategic recommendations based on the INDI 4.0 frameworks. Including Human Resource, Company Culture, Operation, Information Technology Maturity Level, and Product sectors.
- Key Achievement: Generated robust recommendations to a total of 12 clients, closely related to banking, FMCG manufacturers, and logistic/supply chain.

Geostatistics Modeler Intern — PT Adaro Indonesia   Feb 2019 – Mar 2019

- Worked closely with Geology Department to validate mining data. Tools used: R data distribution model.
- Performed 3D coal modeling and resource classification by using Ordinary Kriging, Block Model method.
- Key Achievement: Proposed new method to classifiy coal resource estimations with <5% error margin.

Education

Bachelor of Geology — Universitas Indonesia   Jul 2016 — Aug 2020
GPA: 3.47
Science — SMA Negeri 1 Bogor   Jun 2013 — Jul 2016
GPA: 84.08

Academic Achievement

Best Graduate — Machine Learning Development Program by Binus University   Jul 2023
5-month comprehensive training to solidify data science, machine learning, and deep learning skills.
2nd Runner Up — National Study Case Comp. by Forum Geosaintis Muda Indonesia   Sep 2018
Risk-based exploration and volume estimation of Indonesia's geothermal and oil – gas resources.

Organization and Volunteer

President — Seksi Mahasiswa Ikatan Ahli Geologi Indonesia Universitas Indonesia   Jun 2018 – Dec 2019
Coordinated student development program to develop interest in earth science, as in workshpop and training.
Volunteer — Jeddah Made in Indonesia EXPO   Nov 2018
Took part in product segmentation and involved in direct selling to local residents.

Additional

Technical Skills: Data Science: Google Cloud Platform, Python, SQL, R, VBA, Matlab, Tableau.
                Others: Project Management, Customer Relationship Management, Research Analytics.

Languages: Bahasa Indonesia (Native), English (TOEFL ITP 577 - 2021).

Certifications & Training:

Professional Machine Learning Engineer – Google Cloud Platform   Jan 2023
Data Science Bootcamp – Digital Sola   Aug 2022
Information Security Awareness – Terranova Cybersecurity   Dec 2021

References

Andrew Edbert – Data Science Manager at CIMB Niaga   (+6287877836023)
Wawan Diana – Expert Data Processing at NielsenIQ   (+6281221224733)