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Professional Summary

Business Analyst with 4+ years of experience in data analysis, dashboard automation, and operational optimization. Proven track record in delivering business insights, optimizing workflows, and leading data-driven projects using Looker Studio, SQL, Python, and Google Cloud Platform.

Work Experience

Business Analyst

Dealls (PT SejutaCita Anak Muda Indonesia)
Jakarta, Indonesia | October 2024 – Present

- Designed and automated dashboards using Looker Studio, Google Sheets, and SQL to improve cross-functional data visibility.
- Performed end-to-end data analysis on user acquisition, job postings, applications, and marketing trends to support strategic decision-making.
- Delivered actionable insights and comprehensive reports to internal stakeholders.
- Standardized and cleaned multi-source data to ensure accuracy and consistency.
- Improved lead generation through data scraping and analyzing client needs to enhance sales outreach and talent fulfillment.
- Collaborated with cross-functional teams to optimize workflows, resolve data discrepancies, and improve operational efficiency.
- Utilized Google Cloud Console, Google Big Query, Python, SQL, and Google Analytics for data management and reporting.
- Created automation workflows using n8n and Artificial Intelligence (AI) agents to streamline internal processes.

Business Associate (Business Analyst & Employer Branding)

Ruangguru (PT Ruang Raya Indonesia)
Jakarta, Indonesia | March 2020 – October 2024

Business Analyst (Business & Ops Division):

- Analyzed operational data and provided insights to optimize tutoring systems, support R&D, and improve business performance.
- Led NPS, engagement surveys, and training to boost teacher satisfaction.
- Built dashboards and reports for strategic planning and project monitoring.
- Collaborated with cross-functional teams to support business development through data analysis and strategic reporting.
- Gathered and analyzed data to deliver insights and actionable recommendations across multiple projects.

Employer Branding (HCCA Division):

- Developed Employer Value Proposition (EVP) and led branding initiatives to attract talent.
- Conducted research on industry trends, competitor branding strategies, and best practices to refine branding efforts.
- Monitored key branding metrics and reported outcomes to senior management for continuous optimization.
- Produced content and campaigns across LinkedIn, Instagram, and internal platforms.
- Partnered with universities, conducted events, and tracked branding effectiveness.

Business Analyst Intern

Ruangguru (PT Ruang Raya Indonesia)

Jakarta, Indonesia | December 2019 – March 2020

- Conducted teacher satisfaction surveys and analyzed tutor satisfaction and engagement.
- Recruited and evaluated potential tutors.
- Organized webinars and focus group discussions for teachers.

Store Manager

Minimal Coffee & Space

Jakarta, Indonesia | August 2019 – December 2019

- Managed daily operations and team workflows.

Education

Bina Nusantara University

Bachelor of Economics, Major in Management

Jakarta, Indonesia | 2014 – 2018

Activities:

- Mentorship at Teach for Indonesia
- Volunteer at Teach for Indonesia

Key Skills

- **Data & Analytics:** Google Sheets, Google Analytics, SQL, Python, Google Cloud Console, Google Big Query.
- **Dashboards & Reporting:** Looker Studio, Google Slides, Excel, PowerPoint
- **Lead Generation:** Data Scraping, Apollo, SalesQL
- **Soft Skills:** Critical Thinking, Communication, Problem Solving, Research

Achievements

- Awarded "Best Performance Employee" in the Commercial team at Deals (Q1 2025).
- Achieved a 95% satisfaction rate in the teacher engagement survey (Q2 2024).
- Scored 65% NPS, exceeding the target of 50% (Q3 2024).
- Awarded "Chief of the Quarter" in the Business team at Ruangguru (Q4 2021).
- Opened 5 Brain Academy branches within 3 months (Q3 2021).

Certifications & Publications

- Ruangguru Leadership Academy, July 2022
- Google Data Studio and Microsoft Project Bootcamp by Skill Academy (Ruangguru), April 2020
- Published articles on Medium and blog.ruangguru.com
- Content featured on LinkedIn and Instagram (@Akademia by Ruangguru)