

Syafniya Zilfah Aniesiy

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SUMMARY

Syafniya Zilfah Aniesiy graduated from Sepuluh Nopember Institute of Technology with a major in Statistics and graduated from Google Bangkit 2021 with a major in Machine Learning. I am a data-driven and innovative person with a passion for working with data and numbers. 1 year experienced data analyst with expertise in statistical analysis, data modeling, and forecasting. Proficient in SQL also using Excel, Python, Looker Studio and Tableau to extract, clean, and transform data into insights. Created and maintained forecasting models, and delivered data-driven solutions that met business needs. Effective communicator with excellent analytical skills.

Technical Skills: Python (TensorFlow), R (ggplot), Metabase, PGAdmin, SQL, Tableau, Power BI, Microsoft Office

WORK EXPERIENCE

PT Sinergi Ayu Semesta | Bogor, Indonesia

July 2024 - Now

Data Analyst | IT

- **Developed and maintained** the RFM Amura dashboard using B2C data and Looker Studio, analyzing customer behavior to enhance marketing strategies.
- **Created** a comprehensive Omset dashboard utilizing B2B data and Looker Studio to monitor and optimize sales performance.
- **Designed and implemented** an Amura return dashboard based on Landing Page data, expeditions, and platforms, tracking product returns to improve customer satisfaction.
- **Conducted** detailed data processing for Omset Reglow and RFM Amura using Python, ensuring accurate and insightful analysis.
- **Utilized Python** for cleaning and enhancing the quality of RFM Amura data.
- **Managed B2B Omset Reglow data updates** by extracting data from databases and compiling it into spreadsheets for further analysis.
- **Cleaned Purchase Order (PO) data** from PDF to CSV format for integration with a database website.
- **Automated the input** of warehouse data for Purela TikTok and Shopee from PDF to Excel, improving efficiency.
- **Managed and updated** the B2B dashboard using Looker, including daily updates.
- **Maintained daily updates** of the B2B dashboard spreadsheet for internal Sales use.
- **Processed and updated B2B Reward Points** for Monthly.
- **Managed and updated new B2B agent data** on a daily basis.
- **Created and maintained** the Looker dashboard for the Amura B2C 2024 Report, with daily updates.
- **Developed B2B sales forecasting** using the ARIMA method, predicting future sales trends to inform business strategy.
- **Designed and maintained** a Looker dashboard for Keywords Insight from TikTok Ads for Amura and Reglow, updating it weekly and monthly.

Little Joy Indonesia | Jakarta, Indonesia

August 2023 - December 2023

Data Entry & Analyst | Finance

- **Integrated data** from e-commerce (Shopee, Lazada, Tokopedia, TikTok) to jurnal.id by importing data from excel file.
- **Created** Automation for e-commerce (Shopee, Lazada, Tokopedia, TikTok) template jurnal.id using Python.
- **Calculated** GMV, Revenue, AOV from e-commerce (Shopee, Lazada, Tokopedia, TikTok)..
- **Handle Project** Before After for baby contains 2 type samples of populations (25 babies which consume Little Joy product daily and 25 babies which consume Little Joy product for 3 days of 1 week).
- **Made Clustering** for sales data of e-commerce (Shopee, Lazada, Tokopedia, TikTok)
- **Visualized** Customer Survey to get insight of Customer Behavior on Product.

Qiscus | Yogyakarta, Indonesia

October 2022 - April 2023

Data Analyst Intern | Marketing & Growth

- **Processed and analyzed** data using Metabase, created dashboards and provided actionable insights for improved performance.
- **Validated** data from Metabase and spreadsheets, ensuring accuracy and providing actionable insights for informed decision-making.
- **Created** 12 support documents for clients, providing valuable business insights and recommendations for improving customer experience and driving revenue growth.
- **Simplified data** validation by breaking down complex queries, ensuring data accuracy and providing actionable insights for informed decision-making.

PT Smartfren Telecom Tbk | Jakarta, Indonesia

August 2021 - February 2022

Data Analyst Intern | Big Data

- Used SQL to **compare** databases, identify missing data, and troubleshoot related issues.
- **Created** visually appealing and interactive dashboards in Tableau to help users easily identify trends and patterns.
- **Utilized** Minitab and Tableau to perform forecasting using historical data.
- **Compared** the forecasting results with actual data to identify the forecasts with minimal errors.
- **Provided** key insights from visualizations to help users make informed decisions and identify areas for further analysis or investigation

Sepuluh Nopember Institute of Technology | Surabaya, Indonesia

February 2022 - June 2022

Computing Lab Teaching Assistant - Statistics Department

- **Created** materials and assignments for students regarding data mining
- Reviewed lessons or lectures with students and marked student assignments

EDUCATION

Sepuluh Nopember Institute of Technology | Surabaya, Indonesia

August 2018 - September 2022

Bachelor Degree in Statistics | **GPA:** 3.44/4.00

- **Undergraduate Thesis:** Classification of Rice Plant Growth Phase Based on Landsat-8 Satellite Multitemporal Image Data with the Method Convolutional Neural Network (Survey Sample Case Study KSA Poso Regency, Central Sulawesi Province)

February 2021 - June 2021

Google Bangkit Academy 2021 | Jakarta, Indonesia

Machine Learning Students | **Score:** 93.36/100

- **Final Project:** Prevent Stunting by Calories Detection using Object Detection (YOLOv3)

ORGANIZATION EXPERIENCE

Statistics Computer Course HIMASTA-ITS 2020/2021 | Surabaya, Indonesia

March 2020 - January 2021

Staff of HRD

- Organized team building activities to improve collaboration and productivity among 30 members of the organization
- Resolved internal organizational problems by implementing effective strategies and processes, leading to improved efficiency, communication, and overall performance
- Created an open forum for members to voice their concerns, leading to improved communication and problem-solving within the organization

October 2019 - April 2020

Pekan Raya Statistika 2020 | Surabaya, Indonesia

Staff of Media and Information

- Created dynamic social media feeds that are engaging and interactive, using innovative design techniques to capture users' attention and encourage engagement

OTHER EXPERIENCE

- **Course :** Google Data Analytics Specialization (Coursera), Google IT Automation (Coursera)