Syafniya Zilfah Aniesiy

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SUMMARY

Data Analyst with **2+ years of experience** in statistical analysis, data modeling, and forecasting. Graduated from **Sepuluh Nopember Institute of Technology (ITS)** majoring in Statistics, and an alumnus of **Google Bangkit 2021** specializing in Machine Learning. Passionate about turning data into actionable insights to drive business decisions. Proficient in **SQL, Python, R, Excel, Looker Studio, Power BI, Tableau, Metabase**, and dashboarding tools. Experienced in developing and maintaining various dashboards including **RFM, Revenue, Returns, Forecasting, CRM Lifecycle**, and **KPI Trackers**. Strong background in automating data processes, especially for e-commerce, B2B, and marketing analytics. Demonstrated success in optimizing **SKU performance**, conducting **CLTV, GMV, AOV, and retention analysis**, as well as building predictive models such as **ARIMA forecasting** for sales. Skilled in data visualization and effectively communicating data-driven recommendations to support strategic decisions.

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

WORK EXPERIENCE

PT Sinergi Ayu Semesta | Bogor, Indonesia   July 2024 - Now
Data Analyst | IT

- **Developed and maintained** the RFM dashboard using B2C data and Looker Studio, analyzing customer behavior to enhance marketing strategies.
- **Created** a comprehensive Revenue dashboard utilizing B2B data and Looker Studio to monitor and optimize sales performance.
- **Designed and implemented** a Business Unit return dashboard based on Landing Page data, expeditions, and platforms, tracking product returns to improve customer satisfaction.
- **Conducted** detailed data processing for Revenue and RFM Business Unit using Python, ensuring accurate and insightful analysis.
- **Managed B2B Revenue data updates** by extracting data from databases and compiling it into spreadsheets for further analysis.
- **Automated the input** of warehouse data for the Business Unit of TikTok and Shopee from PDF to Excel, improving efficiency.
- **Processed and updated B2B Reward Points** for Monthly.
- **Created and maintained** the Looker dashboard for the Business Unit 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 weekly.
- **Developed a comprehensive KPI Tracker Dashboard for HR** to monitor key performance indicators, enhancing workforce management and decision-making.
- **Analyzed** historical data to highlight key trends, supporting strategic decision-making for sales and marketing initiatives.
- **Conducted** CV analysis based on CPA (Cost per Acquisition) and CPL (Cost per Lead)
- **Optimized** Shopee product SKUs for Amura, focusing on top-tier products with higher traffic, better conversions, and the lowest costs.
- **Created** visualizations for SKU optimization on Shopee Amura, based on selected products.
- **Developed** a CRM Lifecycle Dashboard by integrating WhatsApp and Marketplace (Shopee, Tiktokshop, Lazada, Tokopedia) sales data, utilizing Python for cleaning fragmented and mislabeled datasets.
- **Conducted** CLTV segmentation, GMV, AOV, and retention analysis to support strategic marketing decisions.

Little Joy Indonesia | Jakarta, Indonesia   August 2023 - December 2023
Data Entry & Analyst | Finance

- **Integrated data** from Marketplace (Shopee, Lazada, Tokopedia, TikTok) to jurnal.id by importing data from excel file.
- **Created** Automation for Marketplace (Shopee, Lazada, Tokopedia, TikTok) template jurnal.id using Python.
- **Calculated** GMV, Revenue, AOV from Marketplace (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 Marketplace (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

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