

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 - September 2025

Data Analyst | IT

- **Developed and maintained an RFM dashboard** using B2C data in Looker Studio, enabling customer segmentation that improved targeted marketing campaigns and retention strategies.
- **Created a comprehensive Revenue dashboard** leveraging B2B sales data, providing leadership with real-time visibility into revenue performance and supporting data-driven decision-making.
- **Designed and implemented a Return dashboard** based on landing page, expedition, and platform data, tracking product return trends and helping reduce return rates by identifying root causes.
- **Conducted complex data processing** for Revenue and RFM reporting pipelines in Python, ensuring clean, accurate, and consistent datasets across business units.
- **Managed and automated B2B revenue data updates** by extracting from databases and compiling into spreadsheets, streamlining workflows and cutting manual effort by 30%.
- **Automated warehouse data ingestion** (TikTok & Shopee) from PDF to Excel, eliminating repetitive manual entry and saving 15+ hours of operational work per week.
- **Processed and updated monthly B2B Reward Points**, ensuring accurate tracking and improving transparency for partner incentive programs.
- **Built and maintained a Business Unit dashboard in Looker Studio** with daily updates, enabling real-time performance tracking for sales teams.
- **Developed B2B sales forecasting models** using ARIMA with >90% accuracy, empowering management to anticipate demand fluctuations and optimize inventory planning.
- **Designed and maintained a Keywords Insight dashboard** from TikTok Ads (Amura & Reglow), updated weekly to improve ad targeting and optimize campaign ROAS.
- **Developed an HR KPI Tracker dashboard** in Looker Studio, allowing HR to monitor workforce performance metrics and improve decision-making on productivity initiatives.
- **Analyzed historical sales & marketing data** to surface key growth and retention trends, supporting strategy refinement across multiple business units.
- **Optimized Shopee SKUs for Amura**, prioritizing high-traffic, high-conversion, and low-cost products, which improved sales efficiency and marketplace visibility.
- **Created SKU optimization visualizations** in Looker Studio for Shopee Amura, simplifying product performance insights for the marketing team.
- **Built a CRM Lifecycle Dashboard** integrating WhatsApp and marketplace data (Shopee, TikTokShop, Lazada, Tokopedia), using Python to clean fragmented/mislabeled datasets, improving customer lifecycle analysis.
- **Processed and analyzed 1M+ sales transaction records**, scaling reporting pipelines and ensuring system performance for large datasets.
- **Utilized Metabase** for advanced analytics, including data modeling, question-based exploration, and SQL query-driven dashboards for business stakeholders.
- **Built a Power BI dashboard from BigQuery-connected spreadsheets**, providing the **Sales SRN team** with real-time insights and streamlined reporting.

Little Joy Indonesia | Jakarta, Indonesia

August 2023 - December 2023

Data 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

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)