Achmad Nafila Rozie

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WORK & LEADERSHIP EXPERIENCE

Flip (PT Fliptech Lentera Inspirasi Pertiwi)   **Jakarta, Indonesia**

Senior Data Analyst - Growth and Retention

Act as SME (Subject Matter Expert) for user activation and retention in consumer division (B2C)   **Jul'24 - Present**
- Improve new user likelihood to become a paid user up to 4x using ML Models (XGBoost, Decision Trees).
- Improve the "AHA-Moment" Rate by up to 20% to achieve longer retention for new joiners through experimentation.
- Identify fraudulent and successfully reduced fraud rate from 11% to 4% in money out business process to ensure quality of new user acquired

Senior Data Analyst - Product

Acted as SME (Subject Matter Expert) for the consumer division (digital product and money transfer).   **Feb'24 - Jun'24**
- Boosted digital product margin up to 33%+ through pricing segmentation.
- Optimized money-transfer margin up to 79% through free-limit service reduction experiments.
- Reduced potential product margin drop through product-off prediction with 99.5% reliability.

Data Analyst - Product   **Feb'23 – Jan'24**

Supported business and product teams for the consumer division initiatives (digital product and money transfer).
- Reduced cost for the top 1% of users for IDR 250 million/month through segmentation without significantly impacting retention
- Saved over IDR 100 million through developed predictions to identify abusers and promotional hunters in referral channels
- Reduced costs in the refund team by 33%-50% by pattern identification through automating the refund process
- Boost Customer CLTV Growth by over 700% through cross-selling and CLTV analysis for digital product

Data Analyst - Marketing   **Jan'22 – Jan'23**

Acted as SME (Subject Matter Expert) for marketing in the consumer division and managed daily data requests.
- Provide next-month churn prediction for users that came from specific channels (referral), leading to more adaptive strategies and more efficient marketing spending (reduced prediction time from 60 days to 3 days).
- Developed key parameters to capture customer potentials, including CLTV (Customer Lifetime Value), CAC (Customer Acquisition Cost), RFM (Recency, Frequency, Monetary), AHA Moment, and other company-level metrics (B2C).
- Reduced Customer Acquisition Cost (CAC) by 19% for the Referral channel using RFM metrics segmentation.
- Led and managed daily ticket requests to support company-wide data requirements.

Toyota Indonesia (PT. Toyota-Astra Motor)   **Jakarta, Indonesia**

Project Manager Assistant   **May'19 – Jan'22**
- Big Data and Advanced Analytics: Spearheaded the initiation and development of a comprehensive big data project from inception to implementation, in close collaboration with the Board of Directors (BOD), General Managers, and Division Heads, involving over 40 key stakeholders.
  - Utilized SQL and R for data preparation, ML development, and analysis of over 2 million vehicle sales and service records
  - Led workshops, training sessions, and curriculum development for 70+ business users (Power BI, Denodo, and Data Catalog.)
  - Enhanced collaboration (prevent data silos) through developing 5 SOPs to standardize data management across 18 divisions.
- Car Subscription Explore a new alternative business model related to the subscription field.
  - Improved usage rate growth by up to 17% through business process simplification based on captured customer pain points.
  - Provided 360' analytics toward new mobility business initiative (Result: business feasibility report, market, enabler, and the requirement to conduct the business)

EDUCATION

Institut Teknologi Sepuluh Nopember   **Surabaya, Indonesia**

Bachelor of Science in Industrial Engineering   Sep'15 - Mar'19

GPA: 3.43 / 4.00 | **Final Project:** Machine Learning Model Comparison Analysis to Predict Churned Customer Probability using Data Mining for Telco Customers.

SKILLS & TOOLS

- **Data Analytics -** LiteSQL & Big Query, Python, Redash, Looker Studio, PowerBI, Tableau(basic), Machine Learning.
- **Data Engineering -** DBT, HTML, Java(basic), CSS, ReactJS (basic)
- **Analytic Platforms**: Amplitude, AppsFlyer, Braze.
- **Handled Product:** Product, Marketing, Growth, and Fraud.

CERTIFICATES AND TRAINING

1. Software Data Engineering - Pacmann Indonesia   Feb'23 - Jan'24
   1-year program to learn about software & data engineering to build an end-to-end data engineering solution.

2. Data Scientist with Python - Datacamp   Nov'22 - Jan'23
   A career path to becoming a data scientist that consisted of 96 hours of data science course with 6 projects and
   3 skill assignments. Start from ETL, data manipulation, until machine learning

3. Machine Learning & Visualization Specialization - Algoritma DS School   Aug'20 - Oct'20
   Intensive Bootcamp about machine learning, statistics, data processing, & data visualization

4. Toyota Business Practice - PT Toyota-Astra Motor   May'19 - Apr'20
   1-year project-based training that taught how Toyota finds & solves problems that consist of an 8-step
   the problem-solving process starts with identifying the problem, proposing the countermeasure, and monitoring the solution.