NAJIB FAQIH FATHAN

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PROFESSIONAL SUMMARY

Data Analyst with a strong track record of translating complex B2B, B2C, and **multinational manufacturing** data into strategic business solutions. Proficient in **Python, SQL**, and diverse BI tools (**Power BI, Metabase**). Specializes in architecting **automated workflows** and deploying advanced analytical models (such as **ARIMA forecasting**) to eliminate manual reporting errors, reduce workload by **50%**, and empower enterprise stakeholders with **real-time, data-driven insights**.

WORK EXPERIENCE

Data Analyst **April 2026 – *Present***

Data Analyst (OTE) in Unilever

- Architected and deployed an end-to-end automated manufacturing dashboard utilizing **Python** for robust data transformation and **Power BI** for advanced data modelling, implementing complex **DAX measures** to optimize processing efficiency. This solution enabled seamless daily and weekly tracking of factory and market performance, successfully delivering **5+ critical KPIs** monthly for the Safety and CM departments.
- Spearheaded the complete **6-month** project lifecycle from initial design to final handover, authoring comprehensive **technical documentation** and conducting targeted capacity-building sessions for both **super users and end-users**. This strategic enablement ensured **high system adoption rates**, effective utilization of automated reporting features, and a seamless transition of the analytics infrastructure.

Assistant Trainer **July 2025 – *Present***

Freelance Assistant Trainer in MySkill

- Mentored **50+ employees** on **Google Sheet, Excel, SQL, Python, Looker Studio, Power BI**, resulting in a **25% improvement** in project scores compared to previous batches.
- Achieved a **95% participant satisfaction rate** by delivering a tailored corporate training curriculum focused on practical data application.

Data Analyst **September 2025 – *March 2026***

Contract Data Analyst in PT Sinergi Ayu Semesta

- Engineered and managed **10+ interactive BI dashboards** in Metabase and **deployed an ARIMA** time-series forecasting model to analyze complex B2B/B2C customer behavior and TikTok ad performance. Translated raw datasets into actionable strategic recommendations, successfully driving targeted marketing efforts and contributing to a **15% optimization** in overall sales strategy.
- **Automated warehouse data entry** (PDF to Excel) using **Python**, reducing manual workload by **10 hours/week** and eliminating human-error in purchase order reporting.

Data Entry and Business Intelligence **April 2025 – September 2025**

Internship Hybrid Business Intelligence in PT Majoo Teknologi Indonesia

- Analyzed **10,000+ monthly merchant records** to uncover market segmentation trends, proposing solutions that improved data integrity and reporting accuracy.
- Translated complex business requirements from Sales & Ops into **actionable insights**, supporting key operational decisions and strategy formulation.

EDUCATION

BINUS University (Online Learning) **2025 - Present**

Bachelor's Degree in Business Analytics

- GPA: 3.96 /4.00
- Focus on Data Modelling, Business Process, Predictive Analytics, and Business Intelligence.

Brawijaya University (Transferred) **2023 - 2025**

Bachelor's Degree in Statistics

- GPA: 3.37 /4.00 (Regression Analysis, Probability Theory, Financial Mathematics, Linear Programming, Nonparametric Statistics, Fundamentals of Programming, and Calculus)

HARD AND SOFT SKILLS

- **Data Analysis Tools**: Python, R, SQL.
- **Data Visualization**: Power BI, Tableau, Google Looker Studio, Metabase.
- **Database Management**: MySQL, PostgreSQL, BigQuery, ETL Process Understanding.
- **Process Automation**: Python Scripting (PDF to Excel), Excel Macros.
- **Spreadsheet Mastery**: Microsoft Excel (Pivot, VLOOKUP, Power Query), Google Sheets.
- **Marketing Analytics**: TikTok Ads Performance Analysis, Customer Behavior Tracking.
- **Business Intelligence**: DAX, Data Warehousing, KPI Dashboard Development.
- **Strategic Thinking**: Delivering actionable recommendations for sales optimization (B2B/B2C).
- **Communication**: Translating complex data into insights for non-tech teams & mentoring.
- **Problem Solving**: Identifying bottlenecks and designing automation solutions to reduce manual work.
- **Business Acumen**: Aligning data analysis with market segmentation and commercial goals.
- **Leadership & Mentorship**: Developing training curriculums and guiding 50+ employees.
- **Presentation Skill**: Delivering validated insights through structured reports and visualizations.

CERTIFICATIONS & TRAINING

- Full certificates portfolio: bit.ly/certificatesnajib
- Google Certified: Generative AI Leader
- Microsoft Certified: Power BI Data Analyst Associate
- Microsoft Certified: Azure AI Fundamentals
- Apache Airflow 3 Fundamentals
- Oracle Cloud Infrastructure 2025 Certified AI Foundations Associate
- SQL, R, Python (DQLab)
- Looker Studio, Power BI, Microsoft Excel, Word and PowerPoint (MySkill)

LANGUAGES

- **Indonesian: Native Proficiency**
- **English: Professional Proficiency**