



Farih Muwaffaq

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SUMMARY

Data Analyst with hands-on experience in digital analytics, automation, and data-driven decision making across FMCG, healthcare, and creative industries. Experienced in building automated data pipelines, performance monitoring systems, and executive-ready dashboards. Background in Forestry Engineering and former startup CEO, combining analytical rigor, business acumen, and sustainability-driven mindset.

EXPERIENCE

Senior Associate Data Analyst

06/2026 - Present

SKINTIFIC

- Managed inventory monitoring for SKT, FR, and TPH. Implemented SLOB (Slow-Moving and Obsolete) reduction strategies and formulated proactive supply control suggestions and alerts across WHS INDO and DB GT.
- Tracked and analyzed pricing parity across Online platforms, Modern Trade (MT) customers, and General Trade (GT) sampling. Monitored New Product Development (NPD) and critical SKUs, managing store and DB product discontinuations.
- Spearheaded special projects focusing on price elasticity and promotional guidance. Delivered data-driven recommendations that improved overall campaign results, ensuring higher ROI and optimized marketing investment.
- Monitored the execution of 5Ps (Distribution, Promotion, Planogram/POG, and Visibility) to provide a robust data foundation supporting the strategic judgments of the analyst team.

Assistant Tutor Microsoft Excel

11/2024 - Present

MySkill

Supported Excel training sessions by ensuring smooth class operations, assisting with workshops, and guiding participants in understanding and applying Excel functions effectively.

Data Analyst

06/2025 - 06/2026

Future Creative Network (Maleo)

- Managed end-to-end digital analytics for clients, covering KPI development, research, data analysis, and performance reporting across multiple digital platforms.
- Worked with major brands, including L'Oréal Indonesia, BlueBand Retail, BlueBand Professional, Silverqueen, and Campina Concerto
- Prepared pitching materials, covering insight generation, presentation decks, and strategic recommendations.

Contributed to the development of an AI automation culture within the organization, focusing on efficiency and scalability of analytics workflows.

- Built and maintained automated data pipelines to streamline data collection, processing, and reporting across multiple sources.
- Developed daily performance nudge systems via internal chatbot automation to deliver timely performance updates and insights to internal teams.
- Implemented monthly reporting automation, reducing manual reporting effort while improving consistency, accuracy, and turnaround time.

Data Analyst

11/2024 - 04/2025

Lifepack.id

- Collaborate with the business intelligence team to gather, clean, and process data, ensuring optimal quality and consistency.
- Build and maintain more than 10 dashboards and reports that provide clear insights to stakeholders, supporting data-driven

decision-making.

- Proactively identify, escalate, and address data-related risks, working collaboratively to maintain data integrity and security.
- Lead data integration and visualization efforts following business pivoting.
- Increase delivery cost effectiveness by 110%.
- Ensure data freshness to keep it up-to-date.
- Expand the number of Apotek registered as aggregators from 10 to over 100.

Data Analyst

03/2024 - 10/2024

PT Gajahpangan Jaya Makmur ↗

- Led data-driven strategies to support company growth within the FMCG sector.
- Increased daily production capacity by 1,567%, scaling output from 300 pieces to 5,000 pieces per day.
- Expanded product offerings, driving sales growth from Modern Trade to General Trade.
- Streamlined the supply chain from raw materials to after-sales services, improving overall efficiency.
- Enhanced cross-departmental collaboration, facilitating better decision-making processes.

Project-Based Virtual Intern: Big Data Analytics Kimia Farma x Rakamin Academy

12/2023 - 01/2024

PT. KIMIA FARMA, TBK

- Built a comprehensive sales dashboard to drive strategic business decisions.
- Developed hands-on experience in big data analytics, enhancing my analytical skill set.

Project-Based Virtual Intern: Data Scientist id/x partners x Rakamin Academy

11/2023 - 12/2023

id/x partners

- Collaborated on complex projects with cross-functional teams, delivering innovative IT solutions.
- Gained expertise in Big Data, SQL, R, Python, and Machine Learning.

Full Stack Developer

01/2022 - 01/2023

DITMAWA ITB

- Designed and developed a website from concept to completion, blending functionality with aesthetic appeal.

CEO

08/2020 - 08/2023

Selasar Kampus

- Guided the startup to be recognized as a top-performing company in ASEAN, securing over 50 million Rupiah in funding.

Geographic Information System Assistant

08/2022 - 12/2022

SITH ITB

- Created and implemented modules for the RSGIS course practicum, leading hands-on sessions.

Environmental Engineer Intern

06/2022 - 12/2022

PT Pesona Khatulistiwa Nusantara

- Pioneered the revegetation of ex-coal mining land, establishing a long-term collaboration between ITB and PT PKN.

EDUCATION

Finance Management

09/2024 - Present

PPM School of Management - Master Degree

Forestry Engineering

08/2019 - 09/2023

Bandung Institute of Technology - Bachelor Degree

Activities and societies: HMM 'Selva' ITB,Formatur SITH-R ITB,KM-ITB,Morphosha SITH-R ITB,Mabim HMM 'Selva' ITB

- Ketua Formatur SITH-R ITB (2019)
- Intern at KM ITB Kabinet Baracita, Kemenkoan PSDM (2019 - 2020)
- Head of Video Editor Division, Morphosha SITH-R ITB (2020)
- Member of Divisi Kemasyrakatan HMM 'Selva' ITB (2020 - 2022)
- Head of Content Division, Mabim HMM 'Selva' ITB (2021)

Science

SMA Negeri 3 Bandung - High School

Activities and Societies: Paskibra Kota Bandung

- Koordinator Wilayah Kompi C Paskibra Kota Bandung (2017 - 2018)
- Koordinator Kesehatan Paskibra Kota Bandung (2017 - 2018)

08/2016 - 07/2019

CERTIFICATES

Certificate of Competency - Kimia Farma Big Data Analytics Project Based Internship Program ↗ PT. KIMIA FARMA, TBK	01/2024 - Present
Microsoft Power BI Desktop for Business Intelligence (2023) ↗ Udemy	12/2023 - Present
Data Analysis: Fullstack Intensive Bootcamp ↗ MySkill	12/2023 - Present
Certificate of Competency - ID/X Partners Data Scientist Project Based Internship Program ↗ id/x partners	12/2023 - Present
Final Project Ms. Excel Basic To Advanced ↗ MySkill	11/2023 - Present
Fullstack Ms. Excel Basic To Advanced ↗ MySkill	11/2023 - Present
Web Programming Training ↗ Webhozz	12/2021 - Present
Introduction to Data Science with Python ↗ DQLab	11/2021 - Present
Python for Data Professional Beginner - Part 1 ↗ DQLab	11/2021 - Present
Web Design Training ↗ Webhozz	11/2021 - Present
Python Programming Training ↗ Webhozz	03/2021 - Present

SKILLS

Automation	Advanced	Python Programming	Advanced
Data Analytics	Expert	Project Management	Expert
Data Visualization	Expert	Data Science	Expert

LANGUAGES

English	Fluent	Bahasa Indonesia	Native
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