

MAKRUF KAUSAR MULYANA

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SUMMARY

Data professional with a solid background in Engineering, Business, and over 4 years of cross-industry expertise driving operational excellence through objective, data-backed solutions. Proven leader adept at guiding cross-functional projects and bridging technical data infrastructure with strategic business needs. Demonstrates strong business acumen with specialized experience in optimizing product performance, driving business improvements, and elevating marketing strategies. A strategic problem-solver known for adaptability—continuously evolving data workflows, aligning technical processes with changing business landscapes, and leveraging modern AI capabilities as an added value to further accelerate efficiency and business impact.

WORK & PROJECT EXPERIENCE

Triputra Agro Persada Group

Feb 2025 – Present

Business Intelligence Engineer

- **Awarded 1st Place for Product Solution (Fraud Detection)** at the Triputra Forum Improvement Award (TIFA) 2026 for developing advanced analytical models that identified critical operational anomalies and mitigated corporate risks.
- **End-to-End BI Development & Design:** Led architectural design and full-lifecycle development of 15+ interactive Tableau dashboards to support data-driven decision-making across cross-functional teams (Finance, HR, Operations, Legal, Audit etc).
- **Performance Engineering:** Improved dashboard refresh schedules and overall data processing speeds by 30% through advanced SQL script optimizations and efficient extract engineering.
- **Stakeholder Management & Requirement Gathering:** Facilitated strategic discussions with Manager-level executives and above, translating operational bottlenecks into technical requirements and providing data-driven solutions for operational efficiency.
- **AI Integration & Development Optimization:** Integrated advanced AI-powered assistance tools to optimize development lifecycles, streamline complex issue resolution, and accelerate technical troubleshooting.
- **Database Architecture & Governance:** Designed clean database schemas and query logics; authored comprehensive project manuals and data lineages to ensure long-term data consistency.

Bank Sahabat Sampoerna

Aug 2023 – Feb 2025

MIS Analytics Specialist

- **Awarded 1st Place Employee of the Month 2024** for outstanding performance, dedication, and driving impactful analytical contributions to the team.
- Analyzed and managed a dataset of 1.4 million mobile banking records utilizing SQL Server and VBA Macro to deliver comprehensive monthly business continuity and product enhancement reports.
- Evaluated marketing campaigns and geo-location performance on a weekly and monthly basis, providing data-driven insights into customer responses and campaign ROI.
- Delivered targeted customer segmentation and trend analysis weekly to support strategic marketing communications and precision targeting.
- Measured performance of the new mobile banking feature ("Loket Bank Sahabat Sampoerna") by executing cohort and funnel analysis to optimize the user journey.
- Designed, developed, and maintained interactive dashboards using Looker Studio (Google Data Studio) and MS Excel.

Bluebird Group

Jun 2023 – Aug 2023

Marketing Analytics & Insight

- Created reports and analysis on channel contributions for Fare and Transaction metrics across multiple services within Bluebird Group including Blue Bird, Silver Bird, Golden Bird, Logistics, and Bluebird Kirim.
- Conducted projects for Cititrans (new acquisition), including data gathering, data cleaning using Python and BigQuery, and generating insights and visualizations with Tableau.
- Conducted market research and regional analysis utilizing various resources, including BPS data and competitor strategy intelligence.

RevoU

Dec 2022 – Jul 2023

Senior Team Lead Data Analytics (May 2023 – Jul 2023) / Team Lead (Dec 2022 – Apr 2023)

- Facilitated teams of 14 students during the entire Data Analytics program through simulation and 1-on-1 sessions covering data cleaning, preparation, analysis, and visualization.
- Successfully guided 6 projects within 4 months on schedule, achieving a 98.25% success indicator with 2 teams included in the top 4 best groups.
- **Data Analyst Associate (Jan 2023 – May 2023):** Established business performance (KPI) dashboards for Executive C-Level, Sales & Marketing, and Product operational levels.

PT. Tri Papua Mandiri

Sep 2021 – Jul 2022

Purchasing Staff (Procurement & Supply Chain)

- Collaborated with operations, finance, and logistics to streamline procurement processes and optimize supply chain operations.
- Utilized data analysis tools to track procurement KPIs, identify inventory trends, and effectively negotiate supplier terms, achieving a 15% increase in procurement performance.

EDUCATIONS

BINUS University - BINUS Business School Aug 2023 – Sep 2025

Master of Management (MM), Business Management | GPA: 3.58 / 4.00

Focus Areas: Strategic Management, Product Improvement, Marketing Analytics, Business Development, Business Analytics, Digital Supply Chain Management, Management Consulting Project.

University of Muhammadiyah Surakarta Aug 2017 – Sep 2021

Bachelor of Engineering (ST), Industrial Engineering | GPA: 3.71 / 4.00

Focus Areas: Operations Research, Information Systems, Data Analytics, Database Management (MySQL), Supply Chain.

RevoU Aug 2022 – Dec 2022

Full-Stack Data Analytics | GPA: 98.67 / 100

CERTIFICATIONS & TECHNICAL SKILLS

Certifications: SQL (Intermediate) by HackerRank (May 2024), Microsoft Excel by MySkill (Jun 2023), Strategy for Management Consultants & Business Analyst by Coursera (Jun 2023), Full-Stack Data Analytics Program by RevoU (May 2023), Business Intelligence Analyst by Binar Academy (Jun 2022), MySQL for Data Analytics and Business Intelligence by Coursera (Jun 2022), TOEFL ITP (Apr 2022).

Programming & Databases: SQL, Python (pandas, numpy, matplotlib, seaborn, scikit-learn, SciPy), MySQL, PostgreSQL, Snowflake, Google BigQuery, SQL Server.

BI & Analytics Tools: Tableau (LOD, Table Calcs), Power BI (DAX Modeling), Looker Studio, QlikView, dbt, MS Excel / Google Sheets (VBA Macro, Advanced Formulas), MS Visio.

Core Competencies: A/B Testing & Statistical Inference, Cohort Analysis, Funnel Optimization, Executive Dashboard Architecture, Data Modeling, Supply Chain Analytics, AI-Assisted Workflows.