

Muhammad Faris Umar Rahman

Depok, Jawa Barat • farisumarr@gmail.com • +6281218947223

[linkedin.com/in/farisumarr](https://www.linkedin.com/in/farisumarr)

SUMMARY

Product Analytics and Business Intelligence professional with experience across Shopee, Grab, Astra, and Kompas Gramedia. Experienced in designing KPIs, conducting product experiments, building dashboards, and translating data into business decisions using SQL, Python, and Power BI. Also built and operated [@shooties_smoothies](#), generating 10,000+ sales within five months through data-driven pricing, demand analysis, and digital marketing.

CORE SKILLS

Python • Power BI • Tableau • Product Analytics • Business Intelligence • A/B Testing • Statistical Analysis • Dashboard Development • Data Visualization

PROFESSIONAL EXPERIENCE

Shopee

Kuningan, Jakarta Selatan

Business Intelligence

Aug 2025 – Present

- Defined KPIs and success metrics for Shopee Video's Misi Nonton campaign, delivering insights that increased campaign performance by 8% in the subsequent cycle.
- Developed an internal KOL performance dashboard using SQL and DataSuite (in-house data system), cutting reporting time from 15 minutes to one minute.

Grab

Cilandak, Jakarta Selatan

Product Analyst Intern

Feb 2025 – June 2025

- Developed 3 real-time dashboards in Power BI using Presto SQL, enabling weekly decision-making across Product, Operations, Marketing, and Merchant teams.
- Conducted A/B test analysis on an add-on menu personalization feature using Python and ANOVA, supporting the decision not to proceed due to insignificant order uplift and avoiding unnecessary development.

FIFGROUP (Astra)

Cilandak, Jakarta Selatan

Data Analyst Intern

Sep 2024 – Dec 2024

- Developed a Power BI dashboard processing 250K+ daily records, replacing manual monitoring and improving operational visibility across departments.
- Automated data extraction and transformation processes using SQL and Python, reducing report preparation time by 30%.

AnyMind Group Indonesia (Multinational Digital Agency)

Sudirman, Jakarta Pusat

Data Analyst Intern

Feb 2024 – Aug 2024

- Delivered 90+ client-ready campaign performance reports for multinational brands.
- Collaborated closely with teams, leading to a 20% improvement in report turnaround time by effectively gathering insights, monitoring market trends, and ensuring deadlines were met.

Kompas Gramedia

Palmerah, Jakarta Barat

Data Analyst Intern

May 2022 – Nov 2022

- Developed the interactive dashboard and data visualization for Kontan Store (E-commerce) dataset with a size of 50M+ entries using Tableau
- Developed a recommender system for Kontan articles to display the top 10 similar articles using the TF-IDF Vectorizer and cosine similarity in Python.

EDUCATION

Faculty of Computer Science, Universitas Indonesia

Depok, Jawa Barat

Major in Information System

Jul 2021 – Jul 2025

GPA: 3.59/4.00

SELECTED PROJECTS

Shooties Smoothies

Depok, Jawa Barat

Co-Founder & Chief Operations Officer

May 2025 – Now

- Scaled the business to 10,000+ cups sold within the first five months through data-driven pricing, product iteration, and marketing optimization.
- Designed pricing experiments and demand analysis that doubled profit margin per cup while maintaining customer demand.
- Built an internal web-based operations system to manage sales, employee attendance, inventory, and business analytics, improving operational efficiency.
- Reached break-even in **4 months**, ahead from the original business plan (8 months).

ACTIVITIES AND LEADERSHIP

The 20th Pacific Rim International Conference on Artificial Intelligence (PRICAI)

Kuningan, Jakarta Selatan

Local Committee

Nov 2023

- Moderated 12 workshops with AI experts, gaining exposure to cutting-edge developments in AI.

BEM Fasilkom UI

Depok, Jawa Barat

Head of Public Relations Bureau

Mar 2023 – Dec 2023

- Led a team of 10 managing communications for 16 bureaus, producing 500+ publications in 2023.

TEACHING ASSISTANT EXPERIENCE

Junior Program: Introduction to Machine Learning (Pacmann.ai)

Feb 2024

Operating System for Information Systems (Fasilkom UI)

Aug 2023 – Dec 2023

Pilot Class Basic Data Visualization with Tableau (DQLab)

Dec 2022

COURSES

Bangkit Academy 2024 by Google, GoTo, Traveloka: Machine Learning Path

Feb 2024 – June 2024

Pacmann Tech Talent Scholarship Batch 3: AI and ML Engineering

Feb 2023 – Jul 2023

DQLab TETRIS Data Analytics Program

Feb 2022 – Mar 2022