

Redi Sunarta

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ABOUT ME

I'm Redi, an analyst with 5+ years of experience analyzing customer behavior and anticipating their needs. Currently, I am passionate about leveraging analytics to drive innovation in the digital bank, from acquisition and engagement to monetization and cost optimization.

WORK EXPERIENCE

Business Intelligence Analyst, Manager

Dec 2023 - Present

Allo Bank - Digital Strategy & Business

- Develop insight and present weekly reports to the Digital Director, highlighting specific improvement for optimization. The report leading to a specific action e.g. changing the campaign schema.
- Proactively seek an opportunities for data-driven decision-making, especially related to acquisition new user, engagement product, digital funding, user journey, digital marketing, CRM, and cost optimization.
- Lead, mentor, and grow six junior analysts; define business problem, honing their skills in hypothesis testing, sampling strategies, and synthesizing findings.
- Define and execute an analytics roadmap that aligns with key business objectives.

Notable Achievements

- Optimized the discount program to minimize promo abuse while effectively rewarding genuine loyal customers. This initiative reduced costs by Rp XX billion per month while maintaining customer retention.
- Uncovered a fraudulent activity within the new-user campaign by network analysis, and eliminating potential subsequent loopholes. This saves RpXX billion per year in loyalty point spending.
- Recommend a strategic shift for offline-salesperson channel towards acquiring loan users rather than new user. This led to a 80% higher number of loan application and higher channel profitability.
- Optimized the loan application journey from web-based (H5) attribution, focusing on eliminating duplicate funnels. These improvements drove higher loan-account activation rates by 10%.
- Led a first alert system project which utilizing WhatsApp API, streamlining data summary extraction from internal databases. It give early warning about active user performance in daily basis.

Product (Banking): QRIS, Bill Payment, Virtual Card, Direct Debit, Time Deposit, BNPL, Cash Loan, etc.

Stack: PostgreSQL, Metabase, Excel, Google workspace.

Data Analyst

May 2021 - Dec 2023

Tokopedia - Promotion Platform & Campaign Service

- Did a end-to-end analytics for strategic project to cost-saving and capturing demand from ideation stage, risk-assessment, experimentation (e.g. A/B testing), impact analysis, and monitoring after launch.
- Led analytics project within and cross-business unit which related to physical goods, promotion, and campaign using relevant statistical tools.

Notable Achievements

- Optimized free shipping strategy by recommended to terminate weight-based free shipping project in Surabaya and Makassar, using Synthetic Control method. It saved \$XX million subsidy a year.
- Pinpointed the best spot for the promo recommendation widget after multiple experimentation. Thus, more buyers get optimum promotion, leading to a 40% surge in widget usage per day.
- Designed quasi-experimental analysis to validate the free-shipping badge's incremental value, isolating its effect from confounding factors to prove its XXk monthly transaction retention impact.
- Spearheaded a new logic to unstackable promo with Bebas Ongkir, resulting in the elimination of duplicate budget allocations and a cost savings of \$XX million annually.
- Made post-analysis report after coupon distributed to targeted buyer by Promo Optimization with Machine Learning (POML) engine. The project saved \$XX million a year.
- Formulated a new targeted Bebas Ongkir scheme, with the goal of achieving a 2.5% increase in sales.

Product (E-Commerce): Bebas Ongkir, Promo Journey, Merchant Voucher, Buyer Coupon, Flash Sale, etc.

Stack: BigQuery, Google Analytics, Tableau, Python, Google workspace.

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Business Intelligence - Intern

Oct 2020 - Mar 2021

Qasir. id - CEO Office

- Collaborated with product team to search insight by utilizing causal inference and machine learning.
- Introduced a merchant segmentation, for telemarketing purposes, leading to boost 30% conversion rates.
- Conducted a P/L analysis of the micro-website product to evaluate resource allocation effectiveness.
- Evaluated the direct-impact and spillover influence of subscription-based products on the primary metrics.

Product (Point of Sales) : Qasir Pro Subscription, Website Usaha, Sales Label Struk.

Stack: PostgreSQL, Metabase, Google Data Studio, Google workspace, Python.

Data Analyst - Intern

Jan 2020 - Sep 2020

Smartfren Telecom - Market Insight

- Assisted quantitative and qualitative research projects under supervision of VP Consumer Market Insight.
- Significantly accelerated the regular reporting process, achieving up to 5x faster using Python over Excel.
- Gathering, cleaning, and transforming data to support analytics across the business unit.

Product (Telecommunication): Mobile internet and Modem Wi-Fi

Stack: Excel, Python, Regex.

EDUCATION

Universitas Indonesia

Aug 2016 - Aug 2020

Bachelor's degree, Economics, CGPA: 3.51 / 4.0

- *Foundation Course*: Statistics, Causal Inference, Microeconomics, Macroeconomics, Corporate Finance.
- *Thesis: Do Richer Parents Make Children 'Lazier' ? Lessons Learnt from the Indonesian NEET.*
 - *Data*: Indonesian Family Life Survey (IFLS4 & IFLS5) & Central Bureau of Statistics Indonesia.
 - *Machine learning algorithm*: Random Forest, K-NN, Multinomial Logistic Regression, etc.
- *Social Volunteer*: Devout FEB UI, Desa Binaan BEM UI, Toska Karawang, 15th FEBUI Cup, Kosmik UI.
- *Extracurricular*: Data Analyst Nanodegree – Udacity (2020), Data Analyst Path – Datacamp (2019)

CERTIFICATION AND AWARD (Github: [redisunarta](https://github.com/redisunarta); Public Tableau: [redi.sunarta](https://public.tableau.com/profile/redi.sunarta))

- *1st Winner of Tokopedia Analytics Olympiad (2022): Predictive Model for New Buyer Churn*
- *Cumlaude Graduate - Dean's list (2020): Faculty of Economics and Business, Universitas Indonesia*
- *Data Analysis (2020): Bertelsmann Technology Scholarship – Udacity*
- *Data Analyst with Python (2020): Datacamp*
- *Data Analyst in Python (2019): Dataquest's Scholarship*
- *Microsoft Professional Program – Data Science (2019): Digitalent Kominfo Digital Skills*
- *IBM Data Science Professional Certificate (2019)*