

Fityan Hanif Assalmi

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Data Analyst | SQL, Power BI & Python | KPI Reporting, Social Listening & Business Insights

Data Analyst specializing in SQL, Power BI, Python, and KPI reporting. Consolidated 100K+ social media and internal records into decision ready dashboards and weekly leadership recommendations. Also experienced in SEO analytics using time series forecasting and LSTM based keyword demand prediction.

TECHNICAL SKILLS

- **SQL:** Joins, CTEs, Window Functions, Aggregations, Subqueries, Views, Data Validation, KPI Queries, Reporting Tables
- **Excel :** Pivot Tables, VLOOKUP/XLOOKUP, Conditional Formatting, Data Cleaning, Data Validation, Dashboard Reporting
- **Power BI:** Power Query, DAX, Data Modeling, Dashboard Development, KPI Cards, Slicers, Drill-down Analysis, Interactive Reports
- **Python:** Pandas, NumPy, Data Cleaning, Exploratory Data Analysis, Data Visualization, Time-Series Analysis, Text Preprocessing
- **Analytics:** KPI Monitoring, Business Performance Analysis, Exploratory Data Analysis, Trend Analysis, Root Cause Analysis, Market & Competitor Analysis, Audience Segmentation, Stakeholder Reporting, Data Storytelling
- **Tools:** Excel, Google Sheets, Power BI, Tableau, Looker Studio, Oracle SQL Developer, MySQL, Google Analytics, Google Trends, GitHub, Streamlit

WORK EXPERIENCE

Biro Hubungan Masyarakat dan Kerja Sama Luar Negeri - Sekretariat Jenderal Kementerian Kehutanan

Data Analyst - FOLU Net Sink 2030 Project

April 2025 - May 2026

- Collected, cleaned, and consolidated 100,000+ multi-platform social-media records plus internal reporting data into dashboard-ready datasets for weekly FOLU Net Sink 2030 monitoring.
- Built Power BI / Excel reporting views covering sentiment mix, engagement, recurring public issues, content performance, audience segments, and risk notes to track communication KPIs over time.
- Analyzed public perception and audience alignment across Gen Z, millennials, and selected public groups, separating noise, recurring complaints, and high-engagement themes for leadership review.
- Delivered weekly insights, strengths/weaknesses, and communication recommendations to the Head of Public Relations Bureau, supporting theme selection, outreach focus, and live-session planning decisions.

PT. Monster Group

Data Analyst Intern - Machine Learning & Time-Series Forecasting

July 2022 - January 2023

- Cleaned and analyzed Google Analytics + Google Trends datasets with Python, built interactive Excel and Google Data Studio dashboards tracking keyword, traffic, and audience KPIs.
- Developed a 7-day SEO early warning system using LSTM time-series forecasting on Google Analytics + Google Trends data, enabling the marketing team to anticipate keyword demand shifts and contributing to a 10% organic traffic increase.
- Conducted social media sentiment analysis to inform SEO strategy and optimized marketing budget allocation based on data-driven ROI analysis.

SELECTED PROJECTS

Oracle SQL Retail Analytics ([View Dashboard](#))

- Modeled retail transaction tables with joins, CTEs, aggregations, views, and validation checks to produce revenue, customer, and product KPI reporting tables.
- Identified high-value customer and product segments, supporting prioritization for sales analysis, campaign targeting, and inventory-performance review.

Supply Chain Risk Intelligence ([View Dashboard](#))

- Analyzed 180,000+ order records to quantify late-delivery risk, fulfillment bottlenecks, profit exposure, and segment-level operational patterns.
- Built a BI dashboard for risk monitoring so users can drill into delay-prone categories, regions, and profit-impacting fulfillment issues.

Brand Crisis & Sentiment Analytics - Aqua vs Le Minerale ([View Dashboard](#))

- Classified digital conversations into sentiment, negative themes, trust-gap signals, and share-of-voice indicators during a brand-crisis scenario.
- Translated findings into communication recovery angles, helping compare brand perception risks and response priorities.

TikTok Shop / Product Review Sentiment Analysis ([View Dashboard](#))

- Processed Indonesian customer reviews with text preprocessing and sentiment analysis to surface recurring complaints, purchase drivers, and pain points.
- Produced a dashboard comparing product-level customer perception, supporting product-improvement and messaging opportunity discovery.

EDUCATION, PUBLICATION & CERTIFICATIONS

Universitas Pembangunan Nasional "Veteran" Jawa Timur - Bachelor of Data Science

March 2020 - October 2024

- GPA: 3.87/4.00 | Thesis: LSTM-Based SEO Keyword Forecasting for MonsterMAC | Coursework: Machine Learning, Deep Learning, NLP, Time-Series Forecasting, Business Intelligence, Regression Analysis, Data Mining.
- Publication: SINTA 3 LSTM SEO Keyword Forecasting paper. ([Read Publication](#))
- Copyright: LSTM-Based SEO Keyword Forecasting for MonsterMAC, Kementerian Hukum dan HAM RI, No. 000651100. ([View Certificate](#))
- Certification: Junior Web Programmer - Badan Nasional Sertifikasi Profesi (BNSP), 2022. ([View Certificate](#))