

ROBITH NAUFAL RAZZAK

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[Portofolio](#) | [LinkedIn](#) | [GitHub](#)

About Me

I enjoy using data to understand why business performance changes and how it can be improved. I naturally spend extra time validating data before drawing conclusions because I believe reliable decisions start with reliable data. My experience in retail analytics has strengthened my ability to connect sales, inventory, and marketing data to identify opportunities and support better business decisions. I aim to help organizations improve business performance by turning data into actionable insights, optimizing business processes, and supporting strategic decision-making.

Education

Telkom University

Bachelor, Informatics | GPA: 3.35/4.00

Aug 2020 - Sep 2024

RevoU

Fullstack Data Analytics

Feb 2026 - Jun 2026

Working Experiences

Data Analyst | SAMASE Retail Bersama Jaya

Dec 2025 - Present

- Built and maintained 8 dashboards that centralized sales, inventory, and ads data, enabling faster issue identification and data-driven decision-making.
- Managed and validated sales and inventory data across three retail stores, ensuring 100% consistency between physical stock and system records.
- Analyzed sales trends and stock movement to optimize inventory allocation and support advertising decisions, contributing to a 44% GMV growth from April to June 2026..
- Delivered monthly and quarterly management reports, enabling management to monitor business performance and make timely strategic decisions.

Data Analyst Intern | Duvaderm Molecular Skincare

Feb 2025 - Aug 2025

- Processed and maintained operational data used for business performance monitoring and reporting, enabling faster issue identification and data-driven decision-making.
- Developed dashboards and visualizations that integrated ads, website, marketplace, and sales data, improving cross-channel performance monitoring.
- Monitored and analyzed TikTok Ads performance to optimize campaigns, increasing TikTok Shop traffic and supporting sales growth.
- Prepared periodic business performance reports that provided management with actionable insights for marketing and operational decisions.
- Developed a customer loyalty points program to improve customer retention and drive repeat purchases through upselling initiatives.

Project Experience

Customer Recommendation Analysis for Sephora Skincare Products | RevoU

Feb 2026 – Jun 2026

- Analyzed over 923K customer reviews using Python and Tableau to identify key drivers of product recommendations and customer dissatisfaction. Delivered data-driven recommendations to improve product guidance and customer experience through root cause and keyword analysis.

Skills

Hard Skills: Python, SQL, Data Analysis, Dashboard Development, Data Visualization **Soft Skills:** Analytical Thinking, Problem Solving, Attention to Detail, Business Understanding **Tools:** Microsoft Excel, Looker Studio, Tableau, Power BI, Google Colab

Certifications

[Data Analyst Associate Certification](#), Issued by DataCamp

2025