

# Achmad Rizqi Ilham Shaleh, S.T.

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**Data Analyst Specialist | Brand Marketing, Campaign Performance, BI and Automation**

## SUMMARY

Data Analyst with hands-on experience consolidating multi-source marketing, e-commerce, sales, and operational data into dashboards, automated pipelines, and stakeholder-ready insights. Comfortable partnering with marketing teams to monitor KPIs such as CPM, ROAS, campaign trends, sales movement, and channel performance, using Power BI, Metabase, Excel/Google Sheets, n8n, AWS Glue, S3, RDS PostgreSQL, and SharePoint.

## WORK EXPERIENCE

### Facetology | Indonesia

#### Data Analyst | Nov 2025 - Present

- Own multi-source data work across marketing, e-commerce, B2B sales, inventory, and finance requests, turning raw channel data into dashboards, queries, and stakeholder-ready insights.
- Built B2B sales ETL pipelines from distributor and retail-channel data into AWS S3 and PostgreSQL RDS, supporting Power BI dashboards and reusable analytical views.
- Created n8n workflows for scheduled extraction from SharePoint and email sources, with robust date parsing, normalization, idempotent loads, and distributor/geography dimensions.
- Supported marketing analytics requests including KOL management, short-form video commerce performance, affiliate/livestream analysis, and e-commerce sales by product/region.
- Automated document generation from Google Sheets to DOCX/PDF and SharePoint with template routing, OAuth 2.0 integration, and metadata write-back.

### PT Sarana Solusindo Informatika | Kebayoran Baru, Jakarta Selatan

#### Training Specialist, Power Platform Developer and Analyst | Feb 2024 - Oct 2025

- Delivered Microsoft technology training to 440+ participants across 400+ facilitation hours through instructor-led sessions, hands-on labs, and practical business scenarios.
- Developed and maintained 3 Power BI reports, 8 Power Apps applications, and 25+ Power Automate cloud/desktop flows for reporting, process automation, and operational visibility.
- Translated stakeholder needs into dashboards, apps, and automated workflows using Power BI, Power Apps, SharePoint, Power Automate, DAX, and Power Fx.

### PT Aisin Indonesia | Cikarang Selatan, Bekasi

#### MIS Trainee | Jun 2022 - Sep 2022

- Supported MIS projects in a multinational automotive component manufacturer, coordinating trainee work across RFID-based pallet/box tracking and MQTT-based task-completion indicators.

## PROJECTS

### KOL, TikTok and Affiliate Analytics

- Handled ad-hoc marketing and e-commerce data work including KOL management requirements, short-form video commerce product-performance insights, SKU customer-journey metrics, Metabase e-commerce setup, and affiliate/livestream analysis.

### B2B Sales Data Pipeline

- Built ETL pipelines from distributor and retail-channel sell-out data into AWS S3 and PostgreSQL RDS, with Power BI views, distributor/geography dimensions, and safe daily re-run patterns.

### Sales Visit Dashboard

- Created a Power BI portfolio dashboard to monitor visit activity, regional performance, backlog movement, and bottlenecks using SharePoint List data injected from Power Apps.

## TECHNICAL SKILLS

Analytics and Reporting: Power BI, Metabase, Excel Expert, Google Sheets, DAX, KPI monitoring, dashboard design, stakeholder reporting

Marketing and E-Commerce Data: KOL campaign support, affiliate/livestream analysis, TikTok product performance, CPM/ROAS monitoring, sales by product/region

Data Engineering and Automation: AWS Glue, AWS S3, AWS RDS PostgreSQL, n8n, Power Automate, SharePoint, Microsoft Graph API, ETL design

Programming and Data: SQL, Python, PySpark, Power Fx, C/C++, basic Java and HTML

## EDUCATION

University of Brawijaya, Malang, Indonesia | Bachelor of Engineering, Computer Engineering | GPA 3.80/4.00 | Aug 2019 - Aug 2023

## CERTIFICATIONS

- Microsoft Certified: Power BI Data Analyst Associate, Jun 2025 (813/1000)
- Microsoft Office Specialist: Excel Expert, Sep 2025 (972/1000)
- Microsoft Certified: Azure AI Fundamentals, Jun 2024 (871/1000)