

INDRA FIRDAUS

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Business Intelligence Data Analyst with 10+ years of experience in data analytics, reporting, and network optimization. Currently managing end-to-end data operations at Youtap Indonesia (OttoDigital Group), covering data pipeline management, reconciliation operations, BI dashboard development, and cross-functional analytics support. Experienced in building automation solutions to improve operational efficiency and delivering data-driven insights to stakeholders across multiple departments.

SKILLS

Data & Analytics: SQL, Google BigQuery, Python, Data Analysis, Data Reconciliation, ETL Processes

BI & Visualization: Tableau, Metabase, Looker Studio, Microsoft Excel

Data Engineering: Apache Airflow, Google Cloud Storage (GCS), Pipeline Automation, Google Apps Script

Tools & Platforms: Google Cloud Platform, Jira, Confluence, Git, Telegram Bot API

PROFESSIONAL EXPERIENCE

Youtap Indonesia – PT. Mitra Digital Sukses

Nov 2022 – Present

Business Intelligence (Data Analyst)

- Manage daily data reconciliation operations across multiple payment issuers and banks, ensuring transaction data accuracy between internal systems and external partners.
- Maintain and monitor data pipelines using Apache Airflow, managing data flows from Google Cloud Storage to BigQuery and troubleshooting job failures and connectivity issues.
- Build, maintain, and update interactive dashboards and business performance reports using Tableau, Metabase, and Looker Studio for operations, finance, and management teams.
- Fulfill ad-hoc data requests and provide analytical support to cross-functional teams including Operations, Finance, Business & Partner, Product, and Compliance.
- Develop automation solutions using Python to streamline manual processes such as data formatting, reconciliation matching, and settlement reporting.
- Collaborate with stakeholders across departments to translate business requirements into data deliverables, including compliance reporting for government agencies.
- Manage data infrastructure optimization including BigQuery cost analysis and SSL certificate maintenance for BI platforms.

PT Picotel Nusantara, DKI Jakarta – Telkomsel Local Optim Project

2020 – Oct 2022

Data Analyst – Network Performance

- Built and maintained KPI monitoring dashboards to track network performance trends across multiple regions, enabling proactive issue identification.
- Developed weekly data-driven reports and visualizations using Tableau, presenting actionable insights to stakeholders and management.
- Analyzed large-scale customer feedback datasets to identify recurring patterns, driving service quality improvements and measurable gains in customer satisfaction.
- Coordinated with cross-functional teams to investigate data anomalies, perform root cause analysis, and escalate findings for timely resolution.

PT GMI Network, DKI Jakarta – Telkomsel Local Optim Project

2015 – 2020

Data Analyst – Network Performance

- Performed in-depth data analysis on large-volume 4G/3G operational datasets to identify performance bottlenecks and recommend efficiency improvements.
- Conducted root cause analysis using structured data methodologies to diagnose and resolve complex technical issues across hardware, transport, and signal layers.

- Translated analytical findings into data-driven recommendations that led to validated improvements in network coverage and service quality.
- Designed and maintained KPI dashboards and monitoring reports tracking accessibility, retainability, and service integrity metrics.
- Automated recurring report generation from OSS data sources, streamlining weekly performance reporting workflows and reducing manual effort.

PT Lexcorp Indonesia – XL Project

2012 – 2015

Data Analyst – Network Performance

- Monitored and analyzed KPI datasets across 2G/3G networks, identifying underperforming areas and recommending targeted optimization strategies.
- Built analytical frameworks for alarm and performance data, enabling faster diagnosis of network parameter issues.
- Developed data-driven solutions for neighbor cell optimization and congestion management, improving overall network efficiency.
- Conducted periodic data audits and delivered performance improvement reports to support capacity planning and configuration decisions.

EDUCATION

National Institute of Science and Technology, Jakarta

2014 – 2018

Bachelor's degree, Telecommunication Engineering, (GPA: 3.43)

Jakarta State Polytechnic

2009 – 2012

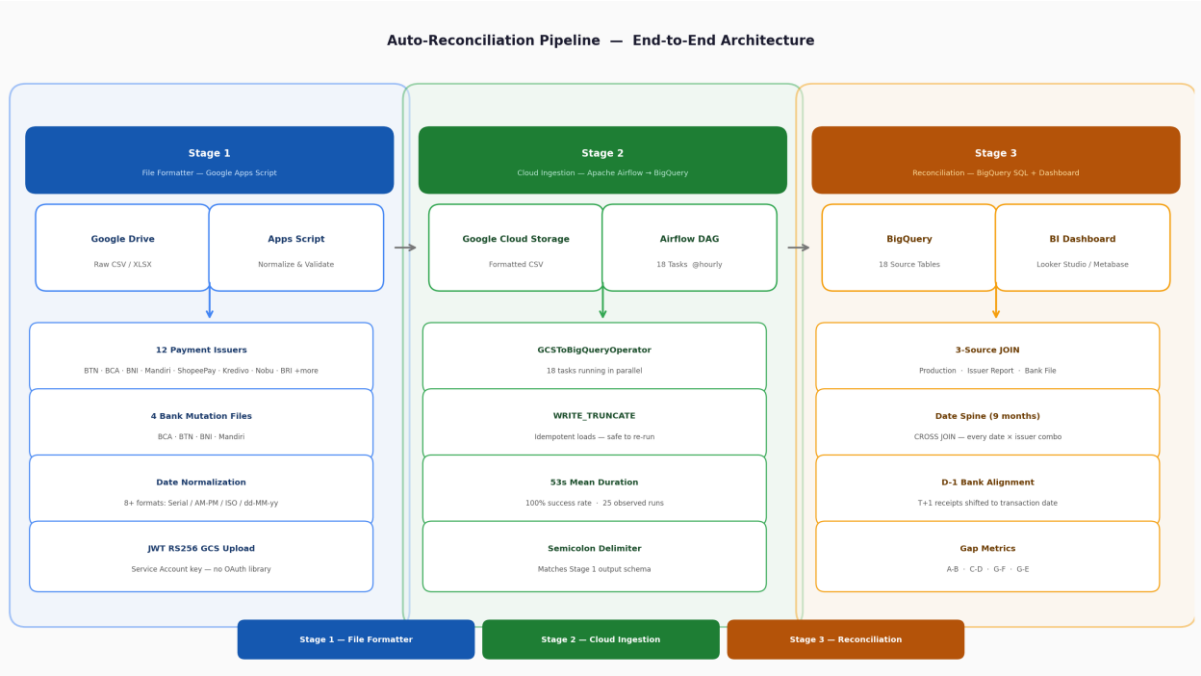
Diploma, Telecommunication Engineering, (GPA: 3.43)

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Business Intelligence & Data Analyst | indra.rigel@gmail.com | github.com/indfir

PROJECT **Auto-Reconciliation Pipeline**

End-to-end automated payment reconciliation system — 3 stages covering file normalization, cloud ingestion, and 3-way BigQuery reconciliation across 12 issuers and 4 banks.



Stage 1 — File Formatter	Stage 2 — Cloud Ingestion	Stage 3 — Reconciliation
- Google Apps Script 12 issuers + 4 banks 8+ date formats - JWT RS256 → GCS - Mon–Fri auto-trigger	- Apache Airflow DAG 18 parallel tasks - GCS → BigQuery @hourly schedule ~53s mean duration	- BigQuery SQL (3-way) - Date spine (9 months) - D-1 bank alignment - Gap: A-B C-D G-F G-E - Looker / Metabase

QUANTIFIED IMPACT

Issuers covered	12
Bank sources	4
Airflow tasks	18 parallel
DAG run time	~53 sec
Success rate	100% (25 runs)
Gap metrics	A-B · C-D · G-F · G-E

TECH STACK

Google BigQuery	Apache Airflow
Google Apps Script	GCS
BigQuery SQL	JavaScript ES6
JWT RS256	Looker Studio

PROJECT **Zoning Champion Dashboard**

Operational zoning analytics system for merchant activation, warehouse supply chain mapping, and field sales performance tracking across 7 regional territories in Indonesia.

ZONING CHAMPION DASHBOARD — SYSTEM FLOW



QUANTIFIED IMPACT

Regions monitored	7
Squads tracked	40+
Dashboard layers	5
KPI dimensions	12
Map views	4

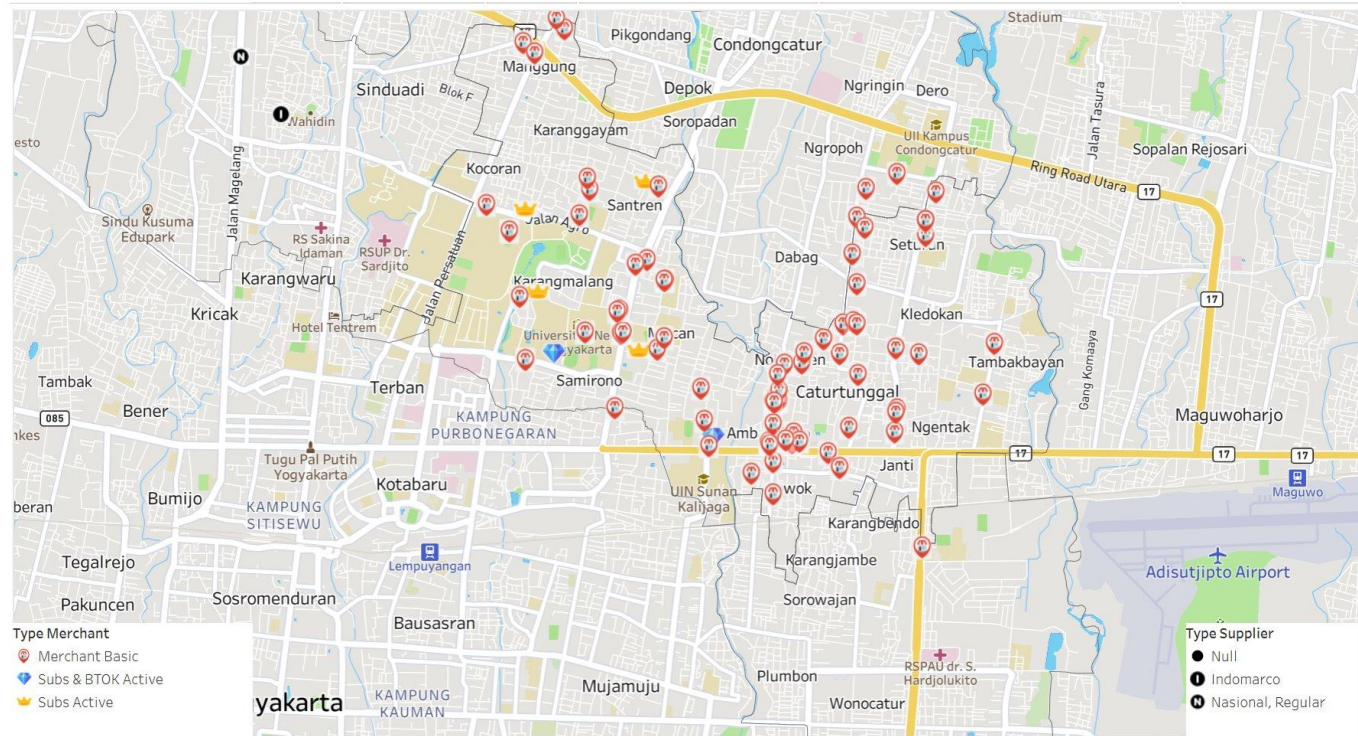
TECH STACK

Tableau Desktop	Tableau Server
Mapbox	SQL
Relational DB	Geo Hierarchy

Summary Table View

ZONING MERCHANT											KELURAHAN			
KECAMATAN													(All)	
DEPOK														
KECAMATAN	KELURAHAN	TOTAL MERCHANT ACTIVE	BTOK STATUS		Count Warehouse	SUBS STATUS			TYPE MERCHANT			HVM		
			BTOK	NEVER BTOK		Never Sub scribed	Subs Active	Subs Expired	Merchant Basic	Subs Active	Subs & BTOK Active	Null	HVM	
DEPOK	CATUR TUNGGAL													

Main Merchant Map (by Type)



Business Category & HVM Map

