

Muhammad Iqbal

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About Me

I am a data-driven professional with a strong background in Business Development, passionate about leveraging consumer insights to drive product innovation. With extensive experience in coordinating product development projects, I have conducted in-depth market research through surveys and iterative testing to optimize product features and quality, successfully launching two healthy cookie brands in over 86 stores and achieving sales of 19,000 units within six months. This experience ignited my passion for data analysis, leading me to complete focused studies at RevoU, where I developed proficiency in Excel, SQL, Python, and Tableau—enabling me to transform complex data into actionable business strategies. Combining business acumen with data analysis expertise and a strong commitment to driving results, I am eager to contribute to data-informed decision-making and business growth in the Data Analyst role.

Education

RevoU

Sep 2024 – Jan 2025

Full Stack Data Analytics

Grade: 100/100

Acquired practical skills in SQL, Python, data visualization, and statistical analysis through 110+ hours of intensive lectures and hands-on projects. Conducted in-depth analysis of case studies, designed interactive dashboards, and delivered actionable insights to support data-driven decision-making processes.

Institut Teknologi Bandung

Jan 2019 – Mar 2021

GPA: 3.58/4.00

Master of Business Administration (M.B.A)

Parahyangan Catholic University

Aug 2012 – Jan 2017

GPA: 3.22/4.00

Bachelor of Business Administration (S.A.B)

Honors: Parahyangan Catholic University Outstanding Student (2015 & 2016)

Working Experiences

Business Development Specialist, PT Inti Prima Teknik

Feb 2024 – Present

PT Inti Prima Teknik is a manufacturing company specializing in spare parts supplies and services, with a primary focus on metal and rubber-based products.

- Revamped company management after six months without proper structure, fostering a more organized and effective team by prioritizing tasks and conducting regular evaluations with C-level executives
- Re-established relationships with former clients by presenting past programs and portfolios, facilitating tender opportunities and direct appointments through effective communication with field users.
- Developed a comprehensive business plan identifying 10 new market opportunities, with projections that at least 1-2 will significantly impact revenue. Achieved through brainstorming with C-level executives and in-depth market analysis to align with consumer needs.

Business Development Lead, PT Favori Corp Sedaya

Feb 2022 – Jan 2024

PT Favori Corp Sedaya is Indonesia's largest producer of dry cookies, renowned for its well-known brand, Ina Cookies.

- Designed a one-year business plan aligned with the company's vision using SMART objectives, achieving 70% of sales KPI targets in the first quarter post-launch.
- Successfully launched two new brands, with one achieving sales of over 19,000 units within the first six months, leveraging comprehensive market research, competitor analysis, A/B testing, and aligning product development with consumer demands.
- Led the Business Intelligence team, improving the analytical skills of two members by recognizing individual strengths, fostering a strong company culture, and conducting brainstorming sessions for enhanced problem-solving paired with routine feedback.
- Coordinated with the Sales Department to establish partnerships with 86 stores, increasing product sales conversion by 19% through tailored promotional strategies, relationship building, and continuous sales performance evaluation.

Entrepreneur, Goat Farming

Mar 2021 – Oct 2021

- Developed a fattening strategy for 42 goats, achieving a net profit of 29% by conducting market trends and SWOT analyses to capitalize on strengths and mitigate risks, while adapting to the limited conditions due to COVID-19.
- Successfully optimized feed usage, resulting in a 21% cost savings through rigorous performance analysis weekly and risk analysis to address potential diseases or fluctuations in feed prices.

Business Coach Intern, The Greater Hub SBM ITB

Feb 2020 – May 2020

The Greater Hub, a business incubator under SBM ITB, organizes various programs, including the Coaching Clinic for West Java MSMEs, to support the growth of micro, small, and medium enterprises in the region.

- Analyzed UMKM client complaints and conducted incubator interviews to identify key business challenges, provide effective solutions, and drive positive feedback.
- Provided insights on branding, marketing, and financial management, helping clients develop sustainable strategies aligned with their business scale.

Business Development, PT Inti Prima Teknik

Jul 2017 – Jan 2019

- Enhanced customer satisfaction by achieving 95% product-quality alignment with consumer preferences, increasing product retention by over 50% through tailored offerings and thorough evaluations that fostered repeat orders.
- Secured at least two major project contracts annually, driving business growth through a strong reputation built on a solid portfolio of high-quality products and technical expertise.
- Coordinated cross-divisional efforts to ensure timely project completion, successfully reducing deadlines by 10–15% through precise timelines and regular stakeholder alignment meetings.

Project Experiences

Sales Performance Analysis in Sephora, RevoU

Dec 2024 – Jan 2025

- Analyzed Sephora's product sales performance using EDA techniques in Python and Tableau and identified strategies to achieve a stable 22% revenue growth within the next 12 months.
- Conducted sentiment analysis on consumer reviews to assess customer opinions, measure marketing campaign effectiveness, and identify beauty industry trends.
- Developed an interactive Tableau dashboard to track Sephora's real-time sales performance, enabling rapid analysis of product fluctuations.
- Developed data-driven action plan recommendations, prioritized by high and medium urgency.

Additional Information

Technical & Soft Skills: Data Cleaning (SQL, Python/Google Colab), Data Analysis and Interpretation (Excel, Google Spreadsheet), Data Visualization (Microsoft Power BI, Tableau), Business Development, Brand Development, Project Management, Market Research, Business Strategy, Team Leadership, Problem Solving, Critical Thinking.

Certification:

1. [Full Stack Data Analytics by RevoU](#)

2. [Mini Course Intro to Data Analytics, by RevoU](#)

3. [Certificate Proficiency in English, by Schoters](#)

Jan 2025

Jul 2024

Oct 2021