

VIVIAN MAKMUR

Binjai, Indonesia | [0813-7740-7525](tel:0813-7740-7525) | vyvnagel@gmail.com
[Linkedin](#) | [Portfolio](#)

About Me

Hello, I'm a seasoned professional with a unique background as an online shop owner, where I've honed my skills in strategic thinking, inventory management, and customer relations. My journey includes a keen analysis of product popularity, aligning offering with consumer preferences, resulting in increased sales and customer satisfaction. Proficient in SQL, Python, Tableau, analytical thinking, and communication, I bring a unique blend of business acumen and technical proficiency to contribute effectively to data analysis endeavors. I am eager to contribute my diverse experience to data analysis, bringing a collaborative mindset and a proven track record of effective outcomes.

Education

RevoU

September, 2023 – January, 2024

Full-stack Data Analytics

- Committed 13 weeks on active online lectures (excluding assignments), with instructor and mentors from each tech industry such as Gojek, Tokopedia, XI Axiata, etc.
- Managed to learn analytical processes such as business problem statement, data gathering / extraction / manipulation using Spreadsheet, SQL & Python, visualizing data & insight using Tableau and data storytelling skills to deliver recommendations clearly and effectively.

University of Sumatera Utara

June, 2012 – July, 2016

Bachelor of Architecture, GPA: 3.15

Data Analytics Experience

Unveiling Customer Value ([Link to deck](#))

May, 2024

- Analyzed customer data (retention, ARPU, CLV) with a team to identify churn and segment users. Insights led to targeted marketing recommendations to improve repeat purchase rates.
- Developed actionable recommendations based on customer segments. This included strategies to increase purchase frequency
- Leveraged collaborative data analysis to generate insights that can potentially improve customer lifetime value and marketing ROI.

Segmentation Analysis for Improved Marketplace Performance ([Link to deck](#))

May, 2024

- Segmented 10k+ buyer transactions & 5k+ seller profiles (Python, k-means) into distinct buyer & seller groups. Insights identified opportunities for targeted marketing campaigns & seller support strategies.
- Analyzed buyer behavior, transaction trends & marketplace performance data to identify key drivers of customer acquisition & retention. Visualizations (Tableau) helped communicate these insights effectively.
- Recommendations based on segmentation & analysis have the potential to increase customer satisfaction, loyalty, sales performance, and market expansion.

Telkom Sales Performance Dashboard ([Link to deck](#))

April, 2024

- Collaborated with Telkom UMKM as part of the RevoU team to develop a performance dashboard utilizing Tableau, demonstrating proficiency in data analysis and dashboard creation.
- Identified trends leading to increased transaction volume despite a decline in Average Order Value (AOV). Developed targeted strategies resulting in sales growth.

Credit Card Customer Churn Analysis ([Link to deck](#))

March, 2024

- Conducted Exploratory Data Analysis (EDA) on a comprehensive dataset comprising 10k+ customer records with approximately 18 distinct features, leveraging SQL for efficient data exploration.
- Employed Excel/Spreadsheet tools for meticulous data cleaning and correlation analysis to ensure data integrity and identify meaningful patterns.
- Utilized Tableau for creating impactful visual representations to elucidate customer churn patterns, thereby facilitating strategic decision-making processes.

Maven Toys Sales Analysis ([Link to deck](#))

September, 2023 – January, 2024

- Conducted Exploratory Data Analysis (EDA) on a dataset containing 820K+ transactions from January 2017 - September 2018 in Mexico, using Python for data cleaning and analysis.
- Used Tableau for data visualization, creating insightful visual representations of sales trends and patterns.

Working Experiences

Data Analytics Associate, RevouU

September, 2023 – Present

- I participated in a hands-on retail dataset project, where I conducted crucial analyses such as seller prioritization, customer segmentation, and general performance dashboard development.
- I independently managed a separate data project within a tight two-week timeframe . My ability to deliver satisfactory results on this self-directed project earned positive feedback from both my supervisor and reviewer.
- These projects not only strengthened my ability to analyze retail data but also demonstrated my project management capabilities in executing tasks within a program structure and independently leading a project to completion within a short deadline.

Dog Breeder, Mac House ([Link to instagram](#))

July, 2017 – Present

- Specialized in breeding Pomeranians, with hands-on experience in Rottweilers and Pit Bulls. Excelled in nurturing newborn puppies and established connections within the dog breeding community, fostering relationships with veterinarians and clients.
- Implemented a comprehensive data management system to meticulously maintain precise lineage records for breeding pairs. Successfully sold more than 33 puppies, showcasing a commitment to excellence in breeding.

Online Shop Owner, Macs Vapors ([Link to instagram](#))

September, 2021 – November, 2023

- Developed online shop operations, applying analytical thinking to conduct strategic planning, resulting in a remarkable 40% monthly sales growth. Demonstrated the ability to translate data-driven insights into actionable strategies, contributing substantially to business success.
- Leveraged data analysis of product demand, including insights from daily transactions around 400k IDR in the first month, to optimize inventory, shipping, and customer processes, showcasing a practical application of analytical skills in an e-commerce setting.

Freelance Interior Design

September, 2016 – June, 2017

- In interior design, I participated in team projects and successfully completed 2 projects. Applied visualization techniques using tools like AutoCAD and 3ds Max to enhance communication and presentation of design concepts
- Managed 4 structural projects, specializing in robust warehouse structures. Utilized AutoCAD to implement efficiency measures, reducing project timelines by 15% for timely delivery of high-quality structures.

Additional Information

Skills:

- **Technical skills** : Excel, SQL , Python, Tableau
- **Soft skills** : Analytical Thinking, Collaboration, Communication
- **Data analysis** : Exploratory Data Analysis / Visualization (EDA/EDV), Data Cleaning, Descriptive Statistics, Cluster Analysis, Correlation Analysis, Cohort Analysis
- **Language** : Bahasa, English

Certification: Full Stack Data Analytics - Revou
Certificate [Link](#)

8th January, 2024