

FIRDAUS CHE KOB

Data Analyst with strong foundation in Business & Economics

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PROFESSIONAL EXPERIENCE

Data Analyst (Business Intelligence), ALPRO PHARMACY

MAR 2023 - PRESENT

- Built dashboards using Tableau; provided real-time insights and helped users make data-driven decisions quickly.
- Performed data analysis for multiple product categories, strategic business analysis, operational insights and reporting.
- Analysed department workflows and data availability to develop KPI structure, built dashboards for KPI monitoring
- Improved utilisation of ERP system in Warehouse Operation: performed Root Cause Analysis (RCA) and proposed system enhancements which results in better visibility and accuracy of data which drives operational efficiency.

Operation Fulfilment Executive , HONG LEONG BANK

NOV 2022 - FEB 2023

- Handled service requests pertaining to different areas of banking operations, resolve discrepancies and suggested effective solutions while ensuring all requests are SOP-compliant.

Restaurant Assistant Manager (Part-time), HALIA UK RESTAURANT

APR 2022 - AUG 2022

- Introduced an online-based working schedule system; improved efficiency in staff management during peak times.
- Ensured friendly and respectful communication by waiters; improved ratings and positive reviews on online platforms.

Marketing Research Fellow, KING'S UNDERGRADUATE RESEARCH FELLOWSHIP (KURF)

JULY 2020 - SEPT 2020

A marketing analytical research pertaining user responsiveness on interactive mobile advertisements.

- Processed and analysed large-volume advertisements data to take systems approach and provide better understanding of the type of user interactions giving the highest click-through rate.

EDUCATION

King's College London, King's Business School

LONDON, UNITED KINGDOM

Bachelor of Science, Economics & Management (Honours)

SEPT. 2019 – JUNE. 2022

- Merit Scholarship recipient by the Government of Malaysia
- Active member of the Negotiation Society

MARA College Seremban

N. SEMBILAN, MALAYSIA

*A-Levels : Economics, Mathematics, Physics (A*AB)*

SEPT. 2018 – JUNE. 2019

- Organising Committee of the Annual Grand Dinner 2019

MARA Ketengah International College

TERENGGANU, MALAYSIA

AS-Levels : Economics, Mathematics, Physics (AAA)

SEPT. 2017 – JUNE. 2018

- Elected President of the Student Council, leading a team of 8, managing 4 college-level events.

MARA Junior Science College Pengkalan Chepa

KELANTAN, MALAYSIA

SPM : Mathematics, English (2A+,7A)

2015 – 2016

- Elected President of Student Representatives Council, consisting of 9 sub-organisations
- News Straits Times National Best Public Speaker 2015
- Overall Performer & Student Leadership Award 2016

PROJECTS

- **Binary Classification Model** for credit approval prediction using decision tree and random forest algorithms
- **Natural Language Processing (NLP):** Sentiment analysis on a dataset of international airline reviews
- **Exploratory Data Analysis (EDA) and Visualisation** for Income Distribution in Malaysia from multiple dimension

SKILLS

- Business Insights
- Data Analytics
- Data Visualisation
- Tableau/Power BI
- Machine Learning
- Statistical Modelling
- Python
- SQL
- HTML & CSS