

Reihandi Putra Zulkarnain

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About Me

I am a results oriented data professional with over a year of experience in Information Systems and Database Management. At Hangry, a multi brand food and beverage company, I spearhead operational initiatives using SQL (BigQuery) by conducting cost estimation analyses, achieving a 60% reduction in driver dissatisfaction and a 20.69% increase in comfort scores. By utilizing Python and Tableau, I standardize KDS nomenclature to reduce process duration by 3 minutes and 12 seconds, while my custom AppSheet solutions increase maintenance efficiency by 15%. Additionally, I optimize operational performance by transitioning to New Customer Order protocols, yielding a 7.75% and 9.85% increase in Checker and Serving accuracy. To further enhance my analytical skills, I completed the RevoU Data Analytics program, where I demonstrated a strong capability for translating complex datasets into high impact business strategies. With my blend of technical expertise and business acumen, I am eager to contribute to drive data informed growth within your organization.

Education

Institut Teknologi Nasional Bandung

Sep, 2021 – Sep, 2025

GPA: 3.73/4.00

Information System

Thesis Title: Performance Comparison of Multiple Linear Regression, SVR, and XGBoost Algorithms for Predicting Vehicle Volume on Toll Roads (Case Study: Jasa Marga Historical Data)

RevoU

Oct, 2025– Feb, 2026

Full Stack Data Analytics

Learned fundamental and advanced statistics, structured problem solving methodologies, SQL, Python for data analysis, and data visualization techniques to transform data into actionable insights.

Working Experiences

Operation Analyst Intern, Hangry

Nov, 2025– Present

Indonesia's leading multi brand cloud kitchen startup

- Conduct cost estimation analyses via SQL (BigQuery) and Excel, achieving a 60% reduction in driver dissatisfaction and a 20.69% increase in comfort scores by strategically extending the patience threshold to 40 minutes.
- Standardize KDS nomenclature for 20+ items using Python and Tableau by identifying bottlenecks, resulting in a 3 minutes and 12 seconds reduction in process duration.
- Replace manual workflows with a custom AppSheet tracking system, increasing the number of completed maintenance projects by 15% and enhancing real time tracking accuracy through standardized output reporting.
- Optimize operational performance by transitioning to New Customer Order (New CO) protocols through KDS (Kitchen Display System) standardization, driving a 7.75% increase in Checker accuracy and a 9.85% boost in Serving accuracy.

Information Security & Infrastructure Intern, PT. Dirgantara Indonesia Bandung

Jun, 2024– Aug, 2024

Indonesia's state owned aerospace enterprise (BUMN)

- Designed and validated network topologies through technical simulation and analysis using Cisco Simulator, resulting in a 10% increase in system design efficiency.
- Audited and verified operational reports ensuring high level data integrity using standardized verification protocols, providing a reliable foundation for strategic organizational decision making.
- Optimized infrastructure performance through proactive system monitoring and configuration adjustments, enhancing network reliability and sustaining operational technical efficiency.

Project Experiences

Amazon E-Commerce Sales Strategy, RevoU

Jan, 2026 – Feb, 2026

Business case project in RevoU using Amazon product and transaction dataset (42K+ SKUs) for revenue optimization analysis.

- Analyzed product portfolio optimization by applying K-Means clustering to 42,000+ Amazon products, identifying high value "Cash Cows" and surfacing \$241.7M in revenue recovery opportunities.
- Quantified revenue leakage exposure by detecting inventory gaps across 522 high velocity SKUs using sales and stock

gap analysis, justifying immediate automated restocking deployment.

- Evaluated pricing strategy effectiveness by performing a price sales correlation analysis ($r = -0.28$), confirming significant price elasticity signals and validating data driven pricing adjustments.
- Assessed SKU performance risk by conducting product rating analysis, identifying 72 “Toxic” SKUs (≤ 0.14 rating threshold) and eliminating inefficient advertising spend through immediate discontinuation.

TokoBli E-Commerce Spending Optimization, RevoU

Nov, 2025– Nov, 2025

Predictive analytics project in RevoU using simulated e-commerce customer behavior dataset.

- Forecasted customer annual spending behavior by developing a predictive regression model in Excel (Adjusted $R^2 = 92.72\%$), enabling accurate yearly revenue projections.
- Identified key revenue drivers by conducting regression coefficient analysis, revealing “Total Promo” as a primary contributor with an estimated +136K annual spending uplift.
- Validated variable significance by performing hypothesis testing at a 5% significance level, confirming Age as statistically insignificant in spending behavior.
- Formulated a retention optimization strategy by quantifying a -49K revenue impact associated with high Bounce Rates, prioritizing website experience improvements.

Organization Experiences

Human Resources Management Core Member, Institut Teknologi Nasional Bandung

Feb, 2023– Jan, 2024

Student development division within ITENAS.

- Organized annual social and sports events by coordinating cross team planning and logistics, strengthening internal cohesion and sustaining high engagement levels across 4 events with 100+ participants.
- Facilitated intensive peer tutoring workshops by enhancing exam preparedness, achieving consistently noteworthy academic performance across 2 workshops per semester for 100+ association members.
- Coordinated major annual graduation and orientation events by ensuring seamless execution, facilitating successful university integration across 2 events for over 100 students yearly.

Additional Information

Technical Skills : Database Management, SQL (SQL Server, BigQuery, MySQL), Data Analytics & Visualization (Python, Looker, Tableau), System & Infrastructure Optimization, K-Means Clustering, Regression Analysis, Hypothesis Testing, Cost Estimation Analysis, A/B Testing.

Soft Skills: Analytical Thinking, Cross Functional Collaboration, Attention To Detail.

Additional Skills: Time Management & Prioritization, Communication, Growth Mindset, Problem Solving.

Certification:	1. Full Stack Data Analytics , Issued by RevoU	Mar 2026
	2. SQL Certification (Basic) , Issued by HackerRank	Sep 2024
	3. SQL Certification (Advanced) , Issued by HackerRank	Sep 2024
	4. SQL Certification (Intermediate) , Issued by HackerRank	Sep 2024
	5. TOEFL Prediction Test , Issued by Central Course	Sep 2025
	6. Database Laboratory Assistant 1 , Issued by ITENAS	Jan 2025
	7. Database Laboratory Assistant 2 , Issued by ITENAS	Jul 2024