

MOCHAMMAD REYHAN MAULUDDI

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[LinkedIn](#) | [GitHub](#) | [Data Analytics](#) | [RAG/GenAI Engineering](#)

PROFESSIONAL SUMMARY

Senior Data Analyst and AI Engineering enthusiast with 6+ years of experience across market research, government, and private-sector data environments. Holds a Master's degree in Technology Management (Business Analytics) from Institut Teknologi Sepuluh Nopember (GPA 3.83/4.00), with thesis research on AI-driven recommendation systems using Large Language Models. Specializes in transforming manual analytical workflows into automated, scalable pipelines — and now extends that expertise into Generative AI engineering, designing and deploying end-to-end Retrieval-Augmented Generation (RAG) applications that turn raw, unstructured data into actionable, AI-powered insights.

CORE STACK

Data Analysis & Engineering: Python, R, SPSS, Advanced Excel

AI Engineering: LangChain, LangGraph, Pinecone, OpenAI, Groq, Claude

Automation / Scheduling: Airflow, Docker

Analytics & Visualization: Power BI, Looker/Data Studio, Tableau, Streamlit

Database Management: SQL (Oracle, PostgreSQL), Google BigQuery, DuckDB, Supabase

HIGHLIGHTED PROJECTS

Advanced RAG with LangGraph - "RASA (Reyhan Agentic Synthesis and Analysis)"

Engineered a hybrid intelligence platform using LangGraph to orchestrate structured (Pandas-driven) and unstructured (vector-based) data. Implemented a state-machine architecture to dynamically route and synthesize multi-source insights, enabling context-aware decision support for complex data environments. The output translates complex, multi-source analysis into a unified analytical narrative - grounding quantitative outputs (graphs, statistics, and Excel exports) from structured data with contextual synthesis from unstructured sources (books/reports). The impact is making it easy for users to understand and act on insights through plain natural language, without needing to manually cross-reference disparate data sources.

Live Demo: <https://reyhanmauluddi-rasa-rag.vercel.app/>

Customer Churn & Analytics Dashboard

Built interactive data applications using Streamlit, Plotly, and Python for descriptive, diagnostic, and predictive churn analysis. Integrated directly with Google BigQuery and implemented a RAG pipeline enabling users to query both tabular data and PDF documents for actionable business insights.

Live Demo: <https://my-porto-reyhanmauluddi.streamlit.app/>

End-to-End Analytical Pipeline

Migrated legacy manual Excel workflows to automated R-based scripts, covering data cleaning, statistical modeling, and streamlined Power BI reporting.

LLM-based Recommendation System (Master's Thesis - Institut Teknologi Sepuluh Nopember)

Developed a recommendation system using LLMs and prompt engineering as part of Master's thesis research.

VPS Data Infrastructure

Configured and managed an Ubuntu-based VPS to host Airflow webserver and schedulers for automated data engineering DAGs.

WORKING EXPERIENCE

Independent Project - Data Analytics & GenAI Engineering (Self-directed)

Jul 2026 – Present

Following the completion of a Generative AI Engineering bootcamp, currently designing and building a Retrieval-Augmented Generation (RAG) web application powered by the Anthropic Claude, intended for release on lynk.id. Applying end-to-end AI engineering skills, retrieval pipeline design, prompt engineering, and deployment while actively pursuing full-time opportunities as a Senior Data Analyst / AI Engineer.

Data Analyst (Freelance) - Komisi Pemberantasan Korupsi (KPK), Jakarta

Mar 2026 – Jun 2026

- Queried and processed a national-scale survey database containing 10+ million records.
- Maintained and cleaned data in collaboration with cross-functional teams using SQL and programming tools, improving data reliability and ensuring consistent analytical outputs.
- Integrated survey datasets with relevant external data sources to produce more comprehensive and contextual insights.
- Designed and developed interactive dashboards for internal teams, transforming complex datasets into clear visual insights, and guided research teams on interpreting analytical outputs.

Senior Data Analyst - PT Mora Telematika Indonesia, Tbk., Jakarta

Nov 2025 – Feb 2026

- Reviewed and validated raw datasets delivered by data engineering teams, including auditing SQL queries to ensure data accuracy, consistency, and alignment with business definitions.
- Designed and automated end-to-end analytical data pipelines by migrating advanced Excel workflows to R (Positron), covering data preparation, cleaning, mapping, exploratory analysis, and statistical design.
- Established faster, reusable, insight-driven reporting frameworks by integrating R-based analytics with Power BI dashboards and PowerPoint presentations.
- Delivered product-focused analytics, including active customer (Circuit ID) analysis and product penetration / upsell-add-on strategy analysis.
- Monitored and governed product item codes to ensure consistency across Oracle databases and sales activity applications, reducing data discrepancies between operational and analytical systems.
- Designed and analyzed customer and sales insight surveys, from questionnaire development through interpretation and reporting.

Technical Skills: Oracle Database, SQL (DBeaver), R Programming, Microsoft Excel, Power BI, PowerPoint, Google Forms

Senior Data Analyst - Frontier Research, Jakarta

Feb 2022 – Oct 2025

- Managed end-to-end research projects, from translating complex questionnaires into digital survey formats.
- Coordinated cross-functional teams (research executives, data engineers, field teams) to ensure smooth project execution and data quality.
- Supervised project timelines, data collection processes, and deliverables to meet client expectations.
- Translated analytical findings into strategic recommendations for key accounts across industries.
- Acted as a bridge between technical teams and business stakeholders, ensuring clarity in requirements and outcomes.
- Designed structured survey flows and ensured logical integrity in digital research tools (FIRE app, Q7 web).
- Oversaw integration and harmonization of multi-source datasets to provide a holistic project view.
- Conducted in-depth exploratory and statistical analysis to support market positioning, customer segmentation, and product benchmarking.
- Presented research insights via executive reports, interactive dashboards, and client presentations (Excel, Power BI, PPT).
- Supported business development through data-driven storytelling, enabling clients to identify growth opportunities and optimize strategies.

Highlighted Projects (National-scale unless otherwise stated):

- KPK Integrity Survey, 2022 - 2025 (government anti-corruption benchmarking)
- BPJS Kesehatan RSB Readiness & Satisfaction Survey, 2024–2025
- Customer Satisfaction & Loyalty Index Survey - Tugu Insurance, 2024
- Customer Satisfaction & Loyalty Index Survey - AstraWorld (Jabodetabek)
- Ministry of Trade Market Turnover Study, 2023 (Sumatra and Java)
- Customer Satisfaction & Loyalty Index Survey - Bank Jawa Barat, 2022
- Customer Satisfaction & Loyalty Index Survey - Directorate General of Taxes, 2022
- Mystery Shopping Program - BPJS Kesehatan, 2022

Technical Skills: PostgreSQL, SQL (DBeaver), SPSS, R Programming, Microsoft Excel, Power BI, Superset, PowerPoint, Q7, FIRE App, Google Forms

Data Analyst - Primafood International (Charoen Pokphand Indonesia, Tbk.), Jakarta

Sep 2020 – Feb 2022

- Delivered regional sales reports and top-selling product insights to support decision-making by area managers.
- Highlighted operational risks through analysis of stock availability and lost sales.
- Streamlined shipment coordination by improving store administration and data tracking.

Technical Skills: Microsoft Excel, Google Spreadsheets, Data Reporting & Visualization, Budget Planning & Sales Forecasting, Inventory & Stock Control

Data Analyst - Bohan Food, Jakarta

Aug 2019 – Mar 2020

- Regularly updated and monitored/controlled company's sales data report from all branches.
- Regularly updated and monitored/controlled company's accounts receivable nationally.
- Regularly updated and monitored company's sales and payment data daily and weekly.

EDUCATION

Generative AI Engineer Program – DTSense Academy

Apr 2026 – Jun 2026

Master of Technology Management, Business Analytics - Institut Teknologi Sepuluh Nopember (ITS), Surabaya

Jan 2023 – Jun 2025

GPA 3.83/4.00. Thesis: Strategy Recommendation Systems for Evaluation of Top Brand Award as Business Unit using Ollama Model to Enhance Competitive Value.

Bachelor's Degree, Mathematics Teacher Education - State University of Jakarta (UNJ), Jakarta *Sep 2011 – Mar 2016*

GPA 3.31/4.00

ACHIEVEMENTS

- 1st Winner, Poster Presentation - Konferensi Ilmuwan Muda Indonesia (KIMI) 2014, Universitas Indonesia (Aug 2014)

LEADERSHIP ACTIVITIES

Human Resources Development - Swanayaka Indonesia, Jakarta

Sep 2019 – Sep 2020

Swanayaka Indonesia is a non-profit organization supporting children's education and helping parents build productive skills and small businesses. Served as Vice of Human Resources Development, overseeing Self-Upgrading and Member Bonding programs.

CERTIFICATIONS

- Anthropic Academy - Certificate of Completion Claude 101 (July 2026)
- Amazon Web Services (AWS) - Exploring Artificial Intelligence Use Cases and Applications (July 2026)
- Amazon Web Services (AWS) Foundations - Getting Started with the AWS Cloud Essentials (June 2026)
- Microsoft - Microsoft Azure Essentials Professional Certificate (June 2026)
- National Association of State Boards of Accountancy (NASBA) - What Is Generative AI (June 2026)
- DTSense Academy - Certificate of Completion Data Analytics Track with Python (May 2026)
- DTSense Academy - Certificate of Completion Workshop Looker Studio (April 2026)
- Common European Framework of Reference for Languages (CEFR) - B1 Intermediate, 4.9 (Dec 2023)
- Institut Teknologi Sepuluh Nopember - Academic Aptitude Test (TPKA) Score 612/700 (April 2022)
- Sailendra Institute - Power BI Fundamental (April 2022)

LANGUAGES

Bahasa Indonesia (Native) • English (Professional Working Proficiency) • Turkish (Conversational Proficiency)