

# Idris Izzaturrahman Haidar

## Data Science and Analytics

📍 Tangerang, Indonesia  
📞 +62 817 19 8805  
✉ [idrishaidar@gmail.com](mailto:idrishaidar@gmail.com)  
🌐 [linkedin.com/in/idrishaidar](https://www.linkedin.com/in/idrishaidar)  
🐙 [github.com/idrishaidar](https://github.com/idrishaidar)

### Work experience

---

#### Data Scientist

January 2024 - Present

##### Traveloka

- Work on cross-product recommendation system to achieve 100% users coverage

#### AI Engineer

April 2022 - January 2024

##### Shipper

- Productionize demand forecast ensemble models for shipping ops and fulfillment clients with ~30% weighted average percentage error
- Develop an optical character recognition (OCR) Lambda service for capturing order number on packages during order creation using a fine-tuned PaddleOCR model with ~15% character error rate
- Productionize a vector store and LLM-powered customer service chatbot to handle question answering and shipping order tracking, being integrated with Freshchat
- Develop a product name & description generator to assist product creation process in store management platform
- Productionize a sentence embedding-based similarity engine for omnichannel master and marketplace products binding recommendation
- Develop a heuristic-based 3D bin packing problem solver for estimating occupied packaging volume and recommending package items arrangement in a shipping container
- Build a simple Transformer classification model for parsing shipping consignee addresses with ~85% accuracy
- Write LabelStudio annotation converter and bounding box image cropper tool for OCR model fine-tuning
- Perform topic modelling with Latent Dirichlet Allocation for extracting most prominent customer issues based on Freshdesk tickets data

#### Academic Lecturer - Data Science

January 2021 - April 2022

##### Purwadhika Digital Technology School

- Instruct programming fundamentals with Python, database fundamentals, statistics & probabilities, data analytics & visualization, and machine learning fundamentals for Job Connector program participants
- Handled 30 students with various educational and career background (engineering, informatics, natural science, business, law) and assisted them to be hired by companies like Mapan, Warung Pintar, Olrange, Pashouses, Pintap, etc.
- Contribute on curriculum and learning content development with Research and Development team

#### Business Intelligence Analyst

May 2020 - December 2020

##### Kitabisa

- Collaborate with Growth team by providing monitoring & insights related with crowdfunding campaigner acquisition product & strategy
- Initiate campaign creation funnel analysis to stimulate product improvement and user tracking implementation
- Initiate analysis on campaigners' behaviour on determining their funding target
- Assist business metrics ideation and baseline calculation for campaign-driven growth OKR
- Assess how ads-driven donors & organic donors were performing during Ramadhan + COVID-19 pandemic period
- Contribute on publishing thematic newsletters to improve data literacy within internal organization
- Handle ad hoc data requests and short-term analysis

#### Associate Data Scientist

November 2019 - April 2020

##### Airy

- Collaborate with product manager to leverage hotel partners adoption on Airy's in-house property management system by analyzing relationship between adoption on PMS and customer satisfaction in hotel
- Build a routing model with Traveling Salesman Problem approach for rooms inspection auto-scheduler to help cost optimization effort
- Discover whether new facility standards help hotel partners to gain better customer satisfaction through probabilistic programming approach by Bayesian hypothesis testing
- Produce list of Airy hotels near COVID-19 hospitals using Nearest Neighbors approach and Google Maps API to help an initiative on providing residences for patients' family & medical workers
- Participate in internal competition on building hotel images classifier and Customer Service tickets classifier
- Explore which hotel service-related factors that affect occupancy rate the most by interpretable regression models
- Contribute on conducting internal sharing sessions with topics related with analytics, statistics, AI/ML, and business communication.

## Data Analyst

July 2018 - November 2019

### Airy

- Perform data warehousing to ease analytics preparation
- Provide metrics monitoring dashboards for business users and help to solve business questions by exploratory data analysis
- Explore whether it's possible to shift a customer's payment method choice through Markov chain model
- Analyze potential loss experienced by certain technical bugs in terms of net sales and number of reservations
- Discover whether newly introduced payment method help certain hotel partners gain more revenue by doing causal impact analysis

## Software Engineer Intern

June 2017 - December 2017

### Telekomunikasi Indonesia

- Provide customer profiling survey landing page for cable TV product, written in JavaScript
- Assist data warehouse migration from a third-party platform into Hadoop-based in-house service.
- Prepare and automate ETL scripts in Hive for cable TV customers analytics.

## Education

---

### Bachelor's degree, Information Systems

2014 - 2018

#### Computer Science Faculty, Universitas Indonesia

Thesis: System analysis and design of electronic medical record system with rapid throwaway prototyping approach

## Activities

---

### Private Teaching Assistant

Feb 2018 - June 2018

#### Computer Science Faculty, Universitas Indonesia

Course taught: Statistics & Probabilities

### Head of Community Service Department

Jan 2016 - Dec 2016

#### BEM Fakultas Ilmu Komputer UI

### Volunteer Lecturer

Feb 2016 - March 2016

#### Bimbingan Belajar Gratis Fakultas Ilmu Komputer UI

Taught Bahasa Indonesia & Bahasa Inggris for college entrance exam (SBMPTN) preparation

### Vice Project Officer

Feb 2015 - Dec 2015

#### Community Development Fasilkom UI



