

FERDINAND TASLIM

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PROFILE SUMMARY

Data Analytics student with experience in data processing, machine learning, and dashboard development. Proficient in SQL, Python, and Power BI, with a track record of building data pipelines, performing exploratory data analysis, and delivering insights for business and financial applications.

EXPERIENCE

Internal Audit (Data Analytics) Intern, ADA Data AI Solutions **July 2025 - Oct 2025**
Kuala Lumpur, Malaysia

- Applied data analytics techniques to perform continuous audits on revenue recognition, access controls, and travel compliance by integrating, cleaning, and reconciling cross-functional datasets; identified discrepancies, control gaps, and policy violations.
- Built end-to-end data pipelines and Power BI dashboards (Travel Portal, Financial Governance, General Ledger, Access Control, AP/AR) to monitor compliance, detect anomalies, and support real-time decision-making for auditors and HR.
- Conducted data validation and cross-referencing across multiple sources to ensure accuracy and reliability of audit evidence, strengthening internal control assessments.
- Transformed raw operational and financial data into interactive visualizations and audit-ready insights, improving efficiency in risk assessment, exception tracking, and financial oversight processes.

Staff of IT and Innovation Division, PPIDK Asiana **Oct 2024 - Oct 2025**

- Led the development of a database-driven website for scholarship opportunities in the Asia-Oceania region, benefiting 100+ Indonesian students by simplifying scholarship searches.
- Supported the development of the organization's official website, enhancing its functionality and user experience.
- Operated virtual platforms for online events and webinars, ensuring smooth execution and engagement for hundreds of participants.

Maybank Global M'bassador 2025 **Apr 2025 - Nov 2025**

- Selected for the prestigious Maybank Global M'bassador Programme, aimed at empowering students to upskill, lead, and collaborate on a global stage.

EDUCATION

Asia Pacific University of Technology and Innovation **Sep 2023 - Sep 2026**
Kuala Lumpur, Malaysia

Bachelor of Computer Science with specialism in Data Analytics

cGPA: 3.88 | Vice Chancellor's List 2023 - 2025

PROJECTS

- **Evaluating Promotional Effectiveness in Retail Using Predictive Modelling and Counterfactual Sales Estimation:** Developed a predictive analytics framework to measure retail-promotion effectiveness by estimating counterfactual sales. Delivered an interactive Power BI dashboard to communicate promotion lift, sales trends, model results, and actionable insights for retail and marketing stakeholders.
 - **Owy — Shared Expenses, Kept Friendly:** Developed a responsive personal-finance web application for tracking individual expenses, shared costs, and outstanding reimbursements. Built features for recording debts, organising balances by person or expense, multi-currency support, user authentication, and feedback collection, helping users replace scattered notes and forgotten repayments with a clear financial overview.
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- **Customer Churn Prediction & Analytics:** Developed and optimized Machine Learning models using Python. Visualized insights and business impact using Power BI, enabling better customer retention strategies and targeted interventions.
 - **Vouch AI - Prototype Website for Merchants | UM Hackathon | 5-Person Team Project:** Developed backend components and an AI-powered chatbot using OpenAI API, Supabase, and n8n. Enabled automated business recommendations, improving decision-making.
 - **Business Intelligence Dashboard and Analytics:** Developed an OLAP cube and interactive Power BI dashboard for a global bicycle manufacturer using SQL Server. Analyzed global sales trends and customer demographics to deliver actionable recommendations on regional marketing and product-class prioritization.
 - **Forex Market Analysis & Macroeconomic Impact:** Analyzed the impact of macroeconomic indicators (inflation, GDP, interest rates) on major currency pairs (EUR/USD, GBP/USD) using Python and Jupyter Notebook. Applied data analysis techniques to identify correlations and trends.
 - **Consumer Credit Risk Analysis:** Conducted data analysis on consumer credit risk classification using R Programming as part of the Programming for Data Analytics module, identifying key factors influencing creditworthiness.

TECHNICAL SKILLS

Programming & Data:

Python, R, SQL, Pandas, NumPy, scikit-learn, Jupyter Notebook, C, C++, Java, Rust

Data Analytics & Machine Learning: Data Cleaning and Transformation, Exploratory Data Analysis (EDA), Statistical Analysis, Predictive Modelling, Regression, Classification, Feature Engineering, Model Evaluation, Counterfactual Analysis, Data Modelling

Business Intelligence & Databases: Power BI, Dashboard Development, Data Visualisation, OLAP Cubes, Microsoft SQL Server, PostgreSQL, Relational Databases, Microsoft Excel

Development Tools: Git, GitHub, Next.js, React, TypeScript, Tailwind CSS, Supabase, Netlify, APIs

AWARDS AND CERTIFICATIONS

- **3rd Place - APU 2024 WorldQuant BRAIN Alphathon:** Making it to the one of the top contenders in a quantitative research competition, showcasing strong analytical and financial modeling skills.
 - **Bronze Award - PPKOMP 2024:** Achieved Bronze in a national competitive programming contest, demonstrating problem-solving and algorithmic expertise.
 - **Vice Chancellor's List (APU 2023 - 2025):** Recognized for outstanding academic excellence and having GPAs of more than 3.7 in the first year and second year of study.
 - **Accounting 1 Course Completion Certificate - University of Lausanne (via Coursera):** Completed foundational training in financial accounting, including preparation and interpretation of financial statements, accounting principles, and transaction analysis.
 - **The Most Progressive Member - PPIDK Awards 2025:** Recognized for exceptional growth, active contribution, and consistent performance in organizational activities and initiatives.
 - **Gold Level WorldQuant Challenge certificate**
 - **PPIDK Asia Training on Event Management certificate**
 - **Datacamp Github Foundation Track certificate**
 - **Udemy Business Analysis "A to Z" Masterclass certificate of completion**
 - **GDSC Certified: Beginner in AI and Computer Vision certificate**
 - **Intensive Bootcamp Data Analysis: Introduction to SQL certificate by Deloitte x MySkill**
 - **Intensive Bootcamp Microsoft Excel: Basic Microsoft Excel certificate by Deloitte x MySkill**
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