

# SAMSUL ARIFIN

Blitar, 1st March 1993

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## EXECUTIVE SUMMARY

Data analyst with over 5 years of experience turning complex operational and sales data into actionable insights across e-commerce and startup environments. Successfully identified product trends that led the cluster under my management to achieve #1 national sales ranking (GOTOKO), developed KPI dashboards and automation tools that supported 3x Best Regional Manager awards and reduced logistics costs (Polibeli/Xingyun), and resolved high-impact issues such as a Rp1.3B return backlog (ULA). Proficient in Spreadsheet, Tableau, AppSheet, and AppScript, with a strong focus on data-driven decision-making, process efficiency, and cross-functional collaboration.

## WORK EXPERIENCE

**Senior Operations Specialist** Jan 2025 - Present

**Xingyun Group** (Home Living/3C and FMCG Startup) | Indonesia

- Deployed a [sales tools application](#) used by Polibeli's sales team (Channel PICs, Regional Managers, Area Managers, and BDs). The app enables real-time performance monitoring to ensure timely target achievement and supports customer feedback collection to improve service quality and product development.
- Managed sales order entry and ensured high accuracy in backend systems; monitored the process end-to-end, resulting in 100% order fulfillment within SLA throughout Q1 2025
- Optimized delivery planning by calculating vehicle capacity and product volume, resulting in a reduction of logistics costs from 5% in Q4 2024 to 2.8% in Q1 2025
- Monitored inventory across multiple warehouses to ensure product availability, resulting in accurate stock visibility for customers that reflected actual availability in each warehouse

**Regional Sales Manager Assistant** May 2024 – Dec 2024

**Polibeli** (Home Living and 3C Startup) | East Java

- Deployed [KPI monitoring app](#) to analyze regional sales performance, enabling AMs to track field activity and RMs to monitor achievement vs gap—contributing to 3x Best Regional Manager award (Q3–Q4 2024)
- Presented daily reports on achievements, product trend analysis, and field challenges to the Regional Manager, using [Spreadsheet and AppScript](#) for data processing and [Tableau](#) for clear, visual presentation of key insights
- Responsible for recording and submitting reimbursement claims for Regional Manager's expenses related to team building and customer entertainment

**Data Analyst** Dec 2022 – May 2023

**GOTOKO** (E-commerce B2B Platform) | Cluster Sidoarjo & Gresik

- Analyzed FMCG product trends and customer history by cluster, replicating successful strategies in the Sidoarjo cluster, resulting in the highest achievement (ACH) in Indonesia for Q1 2023
- Developed a chatbot as a central hub for stock information for field sales, customer order details for the Warehouse department, and customer information for the Logistics department, ensuring fast, accurate

**Return Staff** Dec 2021 – Mar 2023

**ULA** (E-commerce B2B Platform) | Pasuruan & Surabaya, East Java

- Analyzed all customer-rejected items and identified fraudulent activities by certain sales personnel and customers, enabling the company to prevent potential losses
- Resolved a product return backlog worth IDR 1.3 billion at Surabaya warehouse within one week by tracing product flow from warehouse to customer, retrieving items from hubs, and initiating claims to 3PL vendors for lost goods

## EDUCATION

**Bachelor of Law (S.H.) | Graduated: 2018**

Aug 2012 - Oct 2018

UIN Sunan Ampel Surabaya | GPA: 3.49 / 4.00

## SKILLS

- Data Analyst:** Processed data using advanced spreadsheet and Excel formulas, and performed analysis and visualization using Tableau
- Operational Specialist:** Built an integrated operational ecosystem across departments using AppSheet, ensuring fast, accurate, and transparent processes

## PORTOFOLIO

- Sales Tools** : [bit.ly/sales-tools2025](https://bit.ly/sales-tools2025)
- KPI Monitoring** : [bit.ly/kpi-monitoring](https://bit.ly/kpi-monitoring)
- Tableau Report** : [bit.ly/tableau-report](https://bit.ly/tableau-report)
- Spreadsheet** : [bit.ly/appscript-spreadsheet](https://bit.ly/appscript-spreadsheet)