



# Brandy

Senior Data Strategy & Analytics Leader

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## SUMMARY

**Senior Data & Analytics Leader** with over a decade of experience scaling data organizations from early-stage startups to Fortune 500 enterprises. Currently driving data strategy at **L'Oréal** while running a successful data consultancy. Specialized in tearing down manual processes and rebuilding them with scalable cloud architecture (GCP, BigQuery) and AI automation. A hands-on technical strategist who transforms data teams from "report builders" into revenue-generating business partners.

## EXPERIENCE

### Data & Analytics Senior Manager

L'Oréal | Jakarta, Indonesia | 08/2024 – Present

- **Built a centralized corporate data warehouse for 4 divisions (CPD, LLD, PPD, LDB).**  
Replaced legacy SharePoint infrastructure with BigQuery and Python ETL pipelines, successfully navigating strict Zone automation restrictions to centralize data.
- **Reduced Anaplan data conversion time from weeks to 30 minutes.**  
Automated critical business consolidation workflows, eliminating manual vendor emails and removing human dependency for data preparation.
- **Pioneered L'Oréal's first AI-driven insights tool.**  
Developed a solution using Power Automate and LLMs to convert static PowerBI dashboards into automated narrative email newsletters delivered directly to stakeholders.
- **Transformed the CMI team from "report builders" to strategic partners.**  
Automated 100% of manual reporting (processing millions of Excel rows), allowing the team to shift focus from data compilation to market share analysis.
- **Standardized reporting by eliminating 10+ overlapping dashboards.**  
Consolidated redundant reports into a unified hierarchy (eCommerce, General Trade, RGM), removing organization-wide PowerBI performance bottlenecks.
- **Reduced data quality incidents by 90% via automated monitoring.**  
Built a Python/Outlook validation system monitoring 20+ data points, catching discrepancies and alerting responsible teams before stakeholders were impacted.
- **Upskilled a 3-person team from basic dashboarders to data professionals.**  
Mentored the team on SQL and ETL development, scaling capacity so a single person can now oversee data architecture across 4 divisions.

### Founder

AltraByte Data Solutions | Jakarta, Indonesia | 01/2024 – Present

- **Built a profitable data consulting firm serving enterprise clients.**  
Founded a consultancy delivering Data Transformation and RPA solutions to FMCG and Logistics clients, securing contracts valued at 12x monthly salary equivalent.
- **Delivered end-to-end GCP data infrastructure for distribution operations.**  
Led full-stack implementation (Cloud Storage, Cloud Functions, BigQuery, Looker) and MVP web apps, converting project-based clients into long-term retainers.
- **Assembled and managed a high-margin remote team.**  
Recruited a network of senior specialists (former subordinates) to execute technical delivery, maintaining 90% margins through an efficient team leverage model.

- **Managed full business operations alongside corporate leadership.**

Handled business development, contract negotiation, and solution architecture while strictly adhering to conflict-of-interest boundaries (non-competing industries only).

## Head of Data and Business Intelligence

**Youvit** | Jakarta, Indonesia | 01/2023 – 10/2024

- **Rebuilt the entire data foundation, eliminating unreliable manual processes.**  
Replaced manual operations with a centralized BigQuery warehouse and Airflow pipelines, automating multi-channel data collection (eCommerce, APIs, email/WhatsApp) to reduce labor costs.
- **Delivered an executive dashboard suite that became the company's "compass."**  
Integrated sell-in, sell-out, and profitability metrics into a single source of truth, driving adoption from sporadic usage to being the mandatory standard for management meetings.
- **Developed a "General Trade Forecasting" model for data-driven negotiations.**  
Built a bottom-up forecasting tool (incorporating seasonality, store class, and product mix) used to set targets and negotiate better terms with distributors.
- **Unlocked field operations visibility with a new Sales Force Performance tracker.**  
Sourced and integrated a vendor solution to capture store-level execution (visits, stock, competitor promos), enabling the first-ever quantitative performance evaluation of the field force.
- **Pioneered AI automation across Customer Service and document processing.**  
Launched an NLP chatbot for CS clustering and an OCR system for invoice processing, eliminating weekend overtime work for operations teams.
- **Enforced data integrity through an automated quality governance framework.**  
Built validation systems in Looker Studio to monitor mapping accuracy, supported by a team-wide QA rotation (including myself) to ensure accountability.
- **Transformed a mixed-skill team into focused Data Engineers & Analysts.**  
Restructured a 4-person team by moving admins out and upskilling juniors into technical roles, establishing weekly sprints and creating a high-performance culture.

## Regional Business Intelligence and Data Solution Manager

**Intrepid Asia** | Jakarta, Indonesia | 11/2021 – 01/2023

- **Unified regional data infrastructure across 6 Southeast Asian countries.**  
Rebuilt the entire stack from MySQL to BigQuery with Airflow orchestration, resolving critical database accuracy issues that were affecting regional operations.
- **Turned internal data tools into a standalone revenue stream (\$3-5K USD/client).**  
Scaled the "Market Share Dashboard" from a local tool into a regional subscription service, creating a new business line for enterprise clients.
- **Built and managed a distributed 8-person data team across SEA.**  
Hired and structured a remote team of Analysts and Engineers across 6 nations (PH, MY, ID, SG, VN, TH), establishing effective cross-cultural agile practices.
- **Standardized regional reporting while preserving local flexibility.**  
Defined the framework for "Regional vs. Local" data, promoting 6 core dashboards to regional scale to reduce redundant development.
- **Orchestrated cross-functional integration with the Martech division.**  
Collaborated with the independent Martech team to merge marketing metrics into commercial dashboards, breaking down silos without redundant API infrastructure.

## Senior Manager Business Intelligence

**Intrepid Asia** | Jakarta, Indonesia | 06/2019 – 11/2021

- **Built the company's first data infrastructure from the ground up.**  
Established the initial MySQL warehouse, Python ETL pipelines, and dashboard systems when the company had zero sales, enabling the first operational monitoring.
- **Replaced 15 daily intern positions with RPA data collection.**  
Developed automation solutions that handled manual data scraping, also reducing finance invoicing processing time from 1 week to just 1 day.

- **Launched client-facing data products to drive retention and revenue.**  
Created commercial dashboards and competitor monitoring tools that served as value-add drivers for closing new enterprise deals.
- **Automated the Business Development lead generation workflow.**  
Built an end-to-end solution combining RPA scraping and business logic to automatically filter and value potential sellers, replacing manual site canvassing.
- **Championed the regional standardization of operational tracking.**  
Led the Asana deployment in Indonesia and created performance dashboards that were subsequently adopted as the regional standard across all countries.

## EARLY CAREER

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### Senior Data Analyst

**Bizzy Indonesia** | Jakarta, Indonesia | 01/2019 – 06/2019

- **Developed ERP-integrated data pipelines** for logistics/finance and delivered dashboard solutions for the logistics subsidiary.

### Business Intelligence Associate

**Lazada** | Jakarta, Indonesia | 02/2018 – 12/2018

- **Automated pricing alerts** to prevent revenue leakage and integrated warehouse data for end-to-end logistics visibility.

### Senior Data Analyst

**Bina Nusantara University** | Jakarta, Indonesia | 08/2016 – 01/2018

- **Led university-wide PDDIKTI data warehousing project** and built complete ETL infrastructure using Pentaho and MSSQL.

## SKILLS

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- **Tech Stack:** Python (Pandas/ETL), SQL, BigQuery, Airflow, GCP (Cloud Functions/Storage), MSSQL, Pentaho, PowerBI, Looker Studio.
- **Methodologies:** Data Modeling (Star Schema), Data Governance, CI/CD, Agile/Scrum, RPA (Power Automate).
- **Leadership:** Remote Team Management, P&L Strategy, Vendor Negotiation, Stakeholder Management.

## EDUCATION

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| <b>BINUS University</b>             | 2013 - 2017 |
| Computer Science, Bachelor's Degree | GPA: 3.72   |

## LANGUAGES

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| <b>Bahasa Indonesia</b> (Native) | <b>English</b> (Fluent) |
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