

Fauzan Budi Prasetya

Data Analytics - Digital Tech - Public Health (Epidemiology, Biostatistics, and Data Science)

Los Angeles, CA | fauzan.prasetya@ucla.edu | +1 213 767 5987 | <https://linkedin.com/in/fauzan-budi-prasetya/> | <https://github.com/fauzanbudi/> | Portfolio Fauzan Budi Prasetya

Summary

Fauzan has 7+ years of experience in data analytics in the digital industry and helping local economies grow. Currently a Master's student of Data Science in Health at the University of California, Los Angeles, and is supported by the Fulbright scholarship. Experienced in startups and big tech, from e-commerce to fintech. Enjoys teaching. Currently on a J-1 student Visa sponsored by the US Department of State and eligible for work 20 hours a week. Available for a full-time 2026 summer internship starting May 11th to September 23rd.

Technical Skills

Python, R, SQL, SAS, Google Cloud Platform (BigQuery, Cloud Run, PubSub), Amazon Web Services, Airflow, DBT, Metabase, Looker Data Studio, Tableau, Mixpanel, Biostatistics, Machine Learning, RAG for LLM

Work Experiences

2024 Jul - 2025 Sep | Data Lead | Segari | Jakarta, Indonesia

As a lead supervising data engineering and analytics in a fresh digital grocery who directly reports to the CTO, manage stakeholders from product, marketing, supply chain process-operation, and business development, 200++ stakeholders

- Automate root cause analysis (RCA) of issues on supply chain process operation, leading to efforts to maintain product wastage below 2% WoW
- Conduct AB test experiments for new app product features, eg, order fee and priority delivery, leading to improved revenue while maintaining the weekly retention rates of VIP customers
- Improve data pipeline efficiency by releasing health reports, alerts, governance, and targeted optimization that achieves a reduction of processing time by 70% and cloud cost by 40% in 6 months
- Own product recommendations system, machine learning, eg, similar products to buy
- Own ETL data pipeline across companies, including data lake, data warehouse, and datamart
- Directed analytics report pipeline creation for new business initiatives, eg, offline store expansion

2023 May - 2024 Jul | Senior Data Analyst | Paper.ID | Jakarta, Indonesia

As a senior who mentors and guides junior members of best practices, supports across the B2B digital payment platform fintech company, including CPO, commercial, products, and ops

- Develop monitoring dashboards for management, such as the commercial SME and Enterprise OKR
- Reduce commercial team manual tasks by building an automated analytics platform to seamlessly tap priority untapped users to be monetized
- Provide analysis reports to measure campaign performance, eg, co-brand credit card launch
- Automate reports by building ETL

2019 Sep - 2023 Apr | Business Intelligence Data Analyst | Tokopedia (part of GoTo then ByteDance) | Jakarta, Indonesia

As a Business Intelligence Data Analyst who provides analytics products for users across the largest e-commerce company serving 100 million users and 9 million sellers. Has been awarded the annual award "Growth Mindset", selected from 100+ analysts.

- Automate analytics and financial reports using Tableau dashboards, daily email reports, data anomaly alerts, and campaign segmentation tools using R Shiny. Stakeholders: Escrow, Accounting, IT

Governance, and business units of Fulfillment, Customer Experience, Growth Marketing, Physical, and Digital Goods

- Build SQL queries using Google BigQuery and build ETL pipelines for reporting using Airflow
- Part of Analytics Governance: conduct cost and performance reviews of dashboards created by the analytics team, support procedure creation, and support the annual external audit preparation, leading to 90%+ dashboard utilization and coverage of tribes in 2020
- Part of the Analytics Cost Efficiency committee: Led cost optimization efforts of ETL jobs that reduced 7%+ in 3 months by identifying inefficient queries, building monitoring dashboards, and creating optimization guidelines for the analysts

2018 - 2019 Data Analyst at Kulina, a digital startup offering subscription-based meal delivery
2015-2017 Health Writer (Hellosehat.com), Survey collector (Indonesian Food and Drug Authority and Smoke-Free Jakarta), Internship (National Institute of Research and Development, Ministry of Health, Community Health Center Depok City, Math tutor for students

Education

2025 Sep - 2027 Jun **Master's Data Science in Health** | University of California, Los Angeles. (GPA of 3.50)
- Courses: Biostatistics, Data Management and Statistical Computing in SAS, Data Science in R and Python, Statistical learning
- Fulbright awardee, a foreign student scholarship from the US Dept of State

2013-2019 **Bachelor's of Public Health, Epidemiology** | Universitas Indonesia. (GPA of 3.42)
- Thesis - *"Association of physical activity and diabetes mellitus among Indonesian adults over 45 years old: A multivariate analysis of Indonesian Family Life Survey 2014"* - (A)
- President of the Student Executive Board, Faculty of Public Health
- Rumah Kepemimpinan awardee, a leadership scholarship

Certification and Courses

2025 Image processing pipeline, Parallel computing for research, Retrieval Augmented Generation LLMs, AI Agents, RNA Sequence, Spatial Transcriptomics in R, and LLM for Genetics by UCLA
2025 Cloud computing in AWS, by Amazon
2024 Mathematics for Machine Learning (Linear Algebra and Calculus) by Imperial College London
2024 Data Science in Stratified Healthcare and Precision Medicine by the University of Edinburgh
2024 Health Informatics by Johns Hopkins University, at Coursera
2023 Generative AI using Google Cloud by Google
2023 Data Engineering and Data Warehousing on Google Cloud by Google
2020 Tableau Desktop Specialist certified by Tableau
2020 Getting Started with AWS Machine Learning by AWS, at Coursera
2020 Data Science Math Skills by Duke University, at Coursera
2020 Google Cloud Platform Fundamentals by Google Cloud, at Coursera

Published Articles

2017 Hello Sehat website titled Is it true that housewives are more susceptible to getting HIV/AIDS than Sex Workers?
2015 Seputar Indonesia, a national newspaper, titled Community Building
2015 Seputar Indonesia, a national newspaper, titled Urbanization and Public Health

Organization and Voluntary Activities

2025-2028 Vice Head of Public Health, University of Indonesia Alumni Association, on Digital and AI
2025 Mentor at AI Hackathon by DataX University of California, Los Angeles
2022, 2025 Data Science Mentor at Career Mentorship Program by Rumah Kepemimpinan
2020 Data Analysis, Tableau, R Instructor at Epidemiology and Biostatistics, University of Indonesia
2020 Data technical support for the Crisis Center of the Ministry of Health COVID-19 Task Force
2017 Founder of KemasGo, a public health student learning community
2017 Speakers of Contribution as Public Health Students at a freshman welcoming program
2016 Chairman of Public Health Student Executive Board