Muhammad Syafiq Farhan Mohd Faridz

Kuala Lumpur, Malaysia • syafiq.mfaridz@gmail.com • (+60)12-831 3931 • in/syfqfrhnn • sofaquitegud.github.io/

SUMMARY

Driven Data Analyst with full-stack analytics capabilities, experienced in translating complex data into actionable business intelligence. Proven track record in designing star schema data models and interactive dashboards. Skilled in Tableau, Alteryx, and SQL, with recent success in automating tax reporting workflows to reduce manual processing by 70%.

EXPERIENCE

Analytics Engineer

OR Technologies Sdn Bhd   **September 2025 - Present**

- Developed the **Sales & Use Tax Analytics** workflow, automating calculations across multiple states to distinguish Sales vs. Use Tax based on transaction type.
- Reduced manual tax reporting time by approximately 70% and improved audit visibility by identifying under-reported categories.
- Designed an interactive Tableau dashboard presenting total sales, tax amounts, and category-based breakdowns for compliance tracking.
- Provided Tier-2 technical support for Tableau Server, resolving connectivity issues to minimize downtime for reporting teams.

Artificial Intelligence Researcher Intern

TM Research & Development   **October 2024 - April 2025**

- Developed **StaffHealthAnalyzer**, a reporting tool generating "Latest" and "Trending" snapshots of staff wellness.
- Conducted extensive feature engineering on OCR-based data to validate key business metrics.

PROJECT

NFL Big Data Bowl 2026 Analysis

github.com/sofaquitegud/NFL_Big_Data_Bowl_2026

- Analyzed 560K+ records of player-tracking data to explore behavioral patterns and game dynamics.
- Visualized spatial clustering revealing that most players maintain a 10–20 yard proximity to the ball landing point.
- Identified correlations between player weight, speed, and acceleration to determine performance constraints.

Omnichannel Sales Engine

github.com/sofaquitegud/omnichannel-sales-engine

- Designed a comprehensive analytics engine to track product performance across multiple e-commerce platforms.
- Architected a Star Schema Data Warehouse in PostgreSQL, utilizing dimension tables (product, platform) and fact tables (sales, price history) for efficient querying.
- Built a Streamlit dashboard visualizing KPIs, price trends, and cross-platform comparisons to identify market opportunities.

SKILLS

Visualization: Tableau, Streamlit, Plotly, Matplotlib

Data Analysis: KPI Definition, Hypothesis Testing, EDA, Star Schema Modeling

Tools: SQL (PostgreSQL), Alteryx Designer, Python (Pandas), Excel

EDUCATION

Bachelor of Computer Science (Honours), Data Science and Computational Intelligence

International Islamic University Malaysia • 2025

CERTIFICATIONS

Google Business Intelligence

Google • 2025

Google Advanced Data Analytics

Google • 2025

Alteryx Designer Advanced

Alteryx • 2025