

JIHAR GIFARI

Senior Applied Data Scientist · Marketing and consumer analytics

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Eligible to work in the UK, no sponsorship needed. Languages: English (IELTS 7.0), Bahasa Indonesia (Native).

Applied data scientist with 6+ years in marketing and consumer analytics: marketing mix modelling, churn and lifetime value, customer segmentation and production ML on GCP. Results include £80k+ of incremental revenue identified for Sigma Sports with no extra spend, and €176k+ of win-back uplift in backtests for Penhaligon's (PUIG). 1st place, international AI competition (Ministry of Hajj and Umrah, Saudi Arabia, April 2024).

SELECTED RESULTS

£80k+

Incremental revenue identified
SIGMA SPORTS

€176k+

Win-back uplift in backtests
PENHALIGON'S (PUIG)

15%

Better customer retention
SHOPEE

50%

Lower production cost
COTTAGES.COM

EXPERIENCE

AskBosco Data Scientist, Leeds, UK

DEC 2024 TO NOW

Marketing measurement and customer models for AskBosco's clients, built into the company's analytics platform.

- **Marketing mix model, Sigma Sports.** Found £80k+ of extra revenue by moving budget between channels, with no extra spend. Python, Vertex AI, GCP, XGBoost, Time series.
- **Churn and lifetime value, Penhaligon's (PUIG).** Turned a rule-based CRM into value-based targeting, worth €176k+ in win-back uplift in backtests. Survival models, Classification, CRM integration, Vertex AI.
- **MMM platform and ML pipelines, AskBosco.** Architected about 95% of the core marketing mix modelling system, with automated pipelines on Vertex AI. Vertex AI, GCP, Python, Git, CI.

FRAME Data Scientist and AI Engineer, Huddersfield, UK

MAY TO SEP 2024

AI products for FRAME's clients, from computer vision to finance automation.

- **AI image scoring, cottages.com.** Scored listing photos to lift bookings: +4% on the weakest 20% of listings, at half the production cost. Computer vision, Python, Web app, Image analysis.
- **Automated reconciliation, Wayland Additive.** An automated reconciliation system that made Wayland Additive's records more accurate. Python, Automation.
- Assisted on an AI course: supported students with coding challenges and taught Python sessions

Leeds Beckett University and the Saudi AI competition MSc Data Science, Leeds, UK

2024

An AI assistant for Umrah pilgrims: 1st place in an international competition, then the MSc dissertation.

- **AI assistant for Umrah, Ministry of Hajj and Umrah, Saudi Arabia.** 1st place of about 1,000 entrants in Saudi Arabia's AI competition, April 2024. Fine-tuning, RAG, Prompt engineering, OpenAI API, Streamlit.

shopee International Data Scientist, Jakarta, Indonesia

OCT 2021 TO AUG 2023

Production ML for growth and retention on Southeast Asia's largest e-commerce platform, with BI analysts and business teams.

- **Churn prediction, Shopee International Indonesia.** A churn system that finance and marketing used to allocate budget, with about 15% better retention. Python, Classification, Feature engineering.
- **Socio-economic status prediction, Shopee International Indonesia.** Predicted customers' socio-economic status for sharper personalisation and better-targeted campaigns. Python, Classification, Segmentation.
- **Reseller propensity, Shopee International Indonesia.** Ranked users by their likelihood to become resellers, so business development called the right people first. Python, Classification, Ranking.

- Scaled the data science team from 2 to 5 as second-in-command, mentoring junior data scientists in Python, feature engineering and stakeholder communication
- Deployed models into production with BI engineers, and supported growth work with data products and analysis

Bahana Sekuritas Data Analyst, Jakarta, Indonesia

MAR TO OCT 2021

Analytics and product work for an Indonesian securities firm's trading apps.

- **App review sentiment, Bahana Sekuritas.** Regular sentiment analysis of app reviews on Google Play and the App Store. Python, NLP, Sentiment analysis.
- **Mutual funds in DXTrade, Bahana Sekuritas.** Managed the end-to-end development of mutual fund features in the DXTrade apps and website. Product management, Analytics.
- Data analysis behind a personalised, data-driven marketing strategy
- Improved customer analytics dashboards in Tableau
- Earlier, in 2019: research, business development and sales internships at the same firm

Shift Academy, DQLab and Scientify Teacher and writer, Jakarta, Indonesia

SINCE 2020

Six years of teaching data science: 300+ students, 1,500+ hours, and a published book.

- Shift Academy, Oct 2020 to Oct 2021: data science courses for individual and corporate clients
- Wrote the course book, Learning Modules: Data Science and Machine Learning (Inspira, 2021, ISBN 978-623-7178-43-9)
- DQLab, Aug 2020 to Mar 2021: daily articles for the DQLab blog, which grew the site's traffic by 31%
- Scientify Education: founder and lead instructor, 300+ students and 1,500+ teaching hours
- Taught machine learning with Python at Indonesia's Ministry of Finance in 2020

EDUCATION

MSc Data Science, Leeds Beckett University, UK. [Distinction](#), 2024.

Dissertation: an AI-powered Umrah assistant combining fine-tuning, prompt engineering and corrective RAG with real-time web scraping. Marked distinction without revision.

Bachelor of Economics, Brawijaya University, Indonesia. [Cum laude, 3.60 of 4.00](#), 2020.

Finished early, in 3.5 years. Thesis: the effect of Islamic holidays on abnormal returns of sectoral stock indices in Indonesia.

RECOGNITION

1st place, international AI competition, Ministry of Hajj and Umrah, Saudi Arabia, 2024

3rd place, national economics debate, Indonesia, 2018

Best freshman student (TRANSFORMAN), economics, Brawijaya University, 2016

Valedictorian, High school, Indonesia, 2016

WRITING AND TRAINING

Learning Modules: Data Science and Machine Learning, Inspira, ISBN 978-623-7178-43-9, 2021

The Influence of Islamic Holidays on Sectoral Stock Index Abnormal Returns in Indonesia, Jurnal Ilmiah Mahasiswa FEB (JIMFEB) 9(1), 96 to 105, 2020

Problem solving, lean thinking and effective communication, Shopee International Indonesia, 2022

Data science and machine learning, Purwadhika Digital School, 2020

SKILLS

LEAD END TO END Python, SQL, XGBoost, LightGBM, scikit-learn, Survival models, Regression, Classification, Pandas, Feature engineering, Customer analytics, ETL, Tableau, Matplotlib, Plotly, Streamlit, Marketing mix modelling, Churn prediction, Customer lifetime value, Customer segmentation, Forecasting, Recommendation systems, BigQuery, PostgreSQL.

DELIVER INDEPENDENTLY OpenAI API, Fine-tuning, RAG, Prompt engineering, Embeddings, Git, Modular architecture, API design, Reproducible pipelines, GCP, Vertex AI, GCS, Automated pipelines, Model monitoring.

WORKING KNOWLEDGE Docker, FastAPI, REST APIs, OpenAPI, Pytest, Mypy, Ruff, CI/CD, Auth0, JWT.