

GHAZALI AKMAL RABBANI – SENIOR DATA SCIENTIST

Bandung, Jawa Barat 40263 • ghaza.rabbani@gmail.com • 085695786379 • <https://www.linkedin.com/in/ghazalirabbani/>

Summary Profile

An expert Senior Data Scientist with a proven track record of leading and developing successful data-driven solutions for various business sectors. My expertise lies in designing and implementing end-to-end data science projects, from creating system architecture and data pipelines to deploying and fine-tuning advanced AI models. I'm highly proficient in **Recommendation Systems**, having successfully developed and optimized models for media and entertainment platforms, resulting in improved user experience and engagement. I also have deep knowledge of **Generative AI and Agentic AI**, with experience in creating sophisticated AI Agents capable of retrieving answers from both structured and unstructured data, which significantly enhances data accessibility and analysis. My strong background in Python, SQL, and various machine learning & AI Agent frameworks is complemented by my experience in any type of testing method such as Unit Testing to UAT Testing, project management, and cross-functional team leadership.

My experience extends beyond technical implementation to strategic leadership and business consultation. I have a solid track record of leading engineering teams to deliver on project goals and client expectations, from initial technical implementation to final system integration and user acceptance testing. I have consistently delivered tangible results, such as creating a forecasting model that meets client needs for various commodities and improving algorithmic efficiency on large-scale recommendation systems. My ability to bridge the gap between complex technical concepts and business needs is further highlighted by my Magna Cum Laude MBA and multiple certifications in Data Science and AI. These achievements and my comprehensive skill set make me a strong candidate for any organization seeking to leverage data and AI for strategic growth and innovation.

Education

BANDUNG INSTITUTE OF TECHNOLOGY

Master of Business Administration. GPA of 3.85/4.00

Bandung, Indonesia

January 2023 – April 2025

- Best Student Achiever in Financial Report and Control class
- Magna Cumlaude Graduate

PURDUE UNIVERSITY

Postgraduate Diploma, Artificial Intelligence and Machine Learning

Online, USA

February 2022 – February 2023

- Learned in depth topic about AI&ML from the basic to advanced such as Machine Learning, Deep Learning, Computer Vision, NLP, Recommendation System, Reinforcement Learning.

BINUS UNIVERSITY

Bachelor, Computer Science. GPA of 3.01/4.00

Kemanggis, West Jakarta

August 28th, 2021

- Student Coordinator in Freshmen Enrichment Program 2017, Project Manager at Duta Binusian Gathering 2018, and Delegate of Binus University in Nationwide University Network Indonesia 2019

Experience

IlmuOne Data

Senior Data Scientist

Jakarta, Indonesia

January 2026 - Current

Founded in 2015, ilmuOne Data is a leading independent data analytics and digital marketing consultancy. We empower C-suite executives and business owners with cutting-edge digital marketing, data analytics, and AI powered solutions, all while ensuring a strong focus on delivering measurable business impact.

My Contributions as **Senior Data Scientist** are:

1. Led and supported data science initiatives across machine learning, forecasting analytics, SEO keyword modelling, dashboard intelligence, and AI agent solutioning.
2. Translated complex machine learning and analytics outputs into clear, business-friendly insights for client-facing presentations and strategic discussions.
3. Created reusable consulting frameworks to help clients prioritize business actions and convert analytical findings into execution plans.
4. Supported business development activities through market sizing, break-even analysis, solution design, and commercial data storytelling.

5. Improved team accountability and delivery visibility by helping drive the adoption of structured project prioritization practices.
6. Collaborated with cross-functional teams including Data Engineering, Product/Platform, GCP, and technical support teams to align analytical solutions with implementation needs.
7. Contributed as a team multiplier by guiding junior data scientists, supporting internal alignment, and helping improve the overall operating standard of the Data Science team.
8. Assessed analytics tools and model outputs from both technical and business-readiness perspectives to improve reliability, explainability, and stakeholder confidence.

ALL DATA INTERNATIONAL

Jakarta, Indonesia

Senior Data Scientist

January 2024 – December 2025

At All Data International, our services and expertises are designed to empower businesses through data-driven solutions. We strive to unlock the full potential of your valuable data assets. Our seasoned team of experts goes above and beyond to deliver tailored and innovative solutions that drive tangible results for your organization.

Work as a Senior Data Scientist who led the member of data scientist team in each Client Project, PoC Opportunity Project, and Internal Product of All Data International itself.

My Contribution as **Data Science Technical Lead** on Project External Client are:

1. Led the team which consists of Project Manager, Scrum Master, Data Engineer, DevOps Engineer, and Software Engineer to achieve the goals and met the client expectation
2. Led the engineering team to deliver technical implementation and project documentation of End-to-End Data Science and Big Data system project
3. Led the engineering team to do the End-to-End testing of the system by Unit Testing, System Integration Testing, User Acceptance Testing.
4. Create architecture and topology system of Data Science & Big Data Project on cloud system
5. Research the infrastructure and cloud specification to accommodate the system of Data Science & Big Data Project
6. Create and Fine tune the AI Model Forecasting using FB Prophet Model to forecast Coal Price, LNG Price, Natural Gas Price, Crude Palm Oil Price, Marine data, and Weather data to meet the client needed.
7. Create and Fine tune the AI Agent System, Architecture, Cost Price and Development to deliver the sentiment analysis of news article.
8. Oversee the creation of data scraping method from different sources such as API and Google Excel Sheet, Data ingestion and saving method to database, Dashboard Monitoring system and System Alert notification.

My Contribution as **Data Science Technical Lead** on Internal Product All Data Management Tools are:

1. Led the Data Science team in the development of algorithms for data exploration, data cleansing, geocoding/reverse geocoding, and area similarity prediction.
2. Actively involved in the end-to-end development of Python code for data exploration and data cleansing processes.
3. Supervised the coding process for geocoding/reverse geocoding and area similarity prediction algorithms.
4. Conducted thorough code reviews and finalized the implementation of geocoding/reverse geocoding and similarity prediction algorithms.
5. Led GitLab version control processes, including code push/pull management, for all algorithmic developments.
6. Designed and led the implementation of code architecture and project structure for all algorithms within GitLab.
7. Implemented code improvements for geocoding/reverse geocoding and similarity prediction algorithms, ensuring alignment with project objectives and enhancing code efficiency.
8. Developed comprehensive documentation for each algorithm to ensure clarity and ease of understanding for the backend team.
9. Managed task assignments and set weekly deadlines for the Data Science team to ensure project timelines were met.

My Contribution as **Data Science Technical Lead** on Internal Product All Data 360 Dashboard are:

1. Led the Data Science team in developing a data ingestor from ClickUp API and Google Sheets, including data processing to prepare clean data for use in dashboards.
2. Supervised the Data Science team in creating dashboard visualizations to effectively present goal-based insights.
3. Coordinated with the Project Manager to identify and source data requirements from multiple platforms.
4. Ensured smooth execution of the code architecture and data flow processes.
5. Ensured the quality of cleaned data, maintaining accuracy and consistency.

GHAZALI AKMAL RABBANI – SENIOR DATA SCIENTIST

6. Collaborated with the PMO team to standardize data quality and formatting across various Google Sheets.
7. Led the Data Science team in designing code architecture, project structure, and data structure.
8. Led the Data Science and Data Analytics technical team in setting timelines and making technical decisions related to the project.
9. Guided the Data Science and Data Analytics teams in understanding data sources and the processes involved in cleaning the data.

My Contribution as **Senior Data Scientist Consultant** are:

1. Create and Develop with internal Data Scientist team an AI Agent with Generative AI product
2. Create and research AI Agent architecture to be implemented on an AI Agent & Generative AI product
3. Create AI Agent system that able to understand the prompt and retrieve the answer from Unstructured Data such as Docx, PDF, TXT, PPTX file and Structured Data such as CSV, Excel Sheet, SQL Database.
4. Create RAG and Vector Database system that able to convert the Unstructured and Structured Data to Vector and consumed by AI Agent.
5. Conducted research related to client needed in terms of Data Science, AI, and Business topics.
6. Delivered a sharing session on any type of Data Science, Artificial Intelligence, and Business topics.
7. Provided assistance and answered questions for clients regarding the use of Dataiku Products.
8. Collaborated with the Solution Architect and Business Analyst to do requirement gathering and deliver POC of AI Project.
9. Developed and Present a Proof of Concept (POC) machine learning model using sample data or real client data..
10. Assisted clients during workshop or discussion, focusing on Data Science & AI services and Dataiku Products-related queries.

MNC ASIA HOLDING

Bandung, Indonesia

Senior Data Scientist – Subject Matter Expert in AIML for MNC Business Unit December 2021 – December 2023

PT MNC Asia Holding Tbk or MNC Group was established in 1989 as a securities company and listed on IDX in 1997. MNC Group expanded into media in 2001 and officially entered into entertainment hospitality in 2007. Today, MNC Group is Indonesia's leading investment group with 4 strategic businesses: Media & Entertainment, Financial Services, Entertainment Hospitality and Energy. MNC Group's vision is to become an important pillar for the national economic growth, and a leader in technology-related development.

Work as Senior Data Scientist and AI Engineer in the same time with contribution on several project in other business unit and method to improve other business unit in MNC Group such as VisionPlus, BuddyKu, and Okezone. Currently, I am the Squad Lead of AI Engineer in Okezone Business Unit

My contributions on VisionPlus Business Unit are:

1. Understanding and proposing new AI Recommendation System algorithm in visionplus.id website
2. Analyzed and created graph database schema from Vision+ Customer Profile data, Content Profile data, and User behavior data
3. Created 4 recommendation system model such as Trending Model, Popular Model, Seasonal Model, and Because You Watched Model which can improve the user experience in visionplus.id by using user-behavior data
4. Created 1 support feature such as Content Similarity by using content profile data, text preprocessing methodology on Bahasa Indonesia text, and cosine similarity method
5. Created model diagram/flow and made documentation regarding recommendation system model
6. A/B Testing on all recommendation system for VisionPlus streaming website
7. Made several improvements for the models so that the models can serve the recommendation system in less than 2 minutes from the utilization of million user-behavior data, content profile data, and customer profile data
8. On seasonal model, I created recommendation system for several seasons in Indonesia such as Ramadan, Valentine, New Year, and Christmas to serve the relevant content in that season
9. Bug Fixing of 20 Recommendation System Algorithm from different range type of algorithm such as Rule-based Learning, Collaborative Filtering, and Content-Based Filtering

My contribution on Okezone Business Unit are:

1. Be the Squad lead which consist of 1 AI Engineer for the project creation of recommendation system for Okezone website

2. Initiate and conduct the project management task for the team, such as task allocation, setting up the timeline and target per sprint and quarter, and supervise & lead day to day activities.
3. Did A/B Testing on UAT, Staging, and Production environment and made the report about the existing AI algorithm
4. Supervise the creation of Okezone recommendation system using hastags and keywords content data
5. Initiate and conduct the Data Pipeline architecture, AI Recommendation System architecture flow, and AI-Backend Recommendation System architecture flow
6. Keyword Generation of Content Data using Keybert and AI Transformer Bahasa Indonesia Model

My contribution on BuddyKu Business Unit are:

1. Be the Squad lead which consist of 2 AI Engineer for the project improvement of recommendation system for BuddyKu website
2. Initiate and conduct the project management task for the team, such as task allocation, setting up the timeline and target per sprint and quarter, and supervise & lead day to day activities.
3. Be the representative of AIML Team for the administration, audit, and project progress report in each month and quarter
4. Supervise the improvement of user with history algorithm using tags & keyword data and fetching & calculating the user preference algorithm based on user behavior data
5. Made improvement algorithm for new-content recommendation type algorithm using tags & keyword data
6. Did A/B Testing on UAT, Staging, and Production environment and made the report about the existing AI algorithm
7. Improved user with history algorithm by reducing the complexity of algorithm to increase the time speed process effectivity up to 50%.
8. Keyword Generation of Content Data using YAKE Algorithm

Additional Information

- Certification**
- IABAC Certified Data Scientist
 - IABAC Data Science Foundation
 - IBM Data Science Professional Certificate
 - IBM Applied AI Professional Certificate

- Project Experience**
- Recommendation System Engine based on Popular model, Seasonal Model, and Trending Model for VisionPlus application
 - Recommendation System Engine based on User Preferences and Keyword for Okezone and BuddyKu website
 - End-to-End Data Science and Big Data Management System Provider
 - AI Model Forecasting using FB Prophet for Coal Industry Company
 - News Sentiment Analysis with AI Agent capability for Coal Industry Company
 - AI Agent Architecture and Generative AI Development for AI Agent Product Company
 - End-to-End Employee Dashboard Monitoring and Data Analytics Across Department of Company
 - Anomaly Detection on Electricity Usage of Multiple Customer
 - Data Management Tools Product Creation

Skills & Interests

Software Skills: RAG & Generative AI, Agentic AI Python, SQL, Tableau, Recommendation System

Research Skills: Agentic AI Architecture, End-to-End Data Science & AI Architecture and Infrastructure

Soft Skills: Project Management, AI and Business Consultancy, Technical and Management Leadership

Interests: Self-Development and Human Behavior, Organization Development, Artificial Intelligence