

# Ahmad Najmi Ariffin

As a data-driven leader passionate about transforming complex data into actionable intelligence, I empower organizations and communities with hands-on experience across public and private sectors. From PETRONAS to DOSM, I specialize in bridging technical innovation with business strategy to deliver measurable results.

## Connect

 [anajmiariffin@gmail.com](mailto:anajmiariffin@gmail.com) |  [LinkedIn](#) |  [Portfolio](#) |  [GitHub](#) (On-going Projects)

## Work experience

### Petroliam Nasional Berhad (PETRONAS) - Executive, Industry Advisory

#### July 2024 to Present

Lead end-to-end OGSE industry intelligence, driving market diagnostics, vendor analysis, and strategic insights for Malaysia's national oil company.

- Engineered **NarrativeGPT**, a local-LLM AI model, reducing narrative generation time by **~75%** and aligning outputs with PETRONAS' values to enhance communication consistency, leadership buy-in, and readiness for deployment.
- Reduced vendor risk analysis cycle time by **70%** by integrating an automated market intelligence platform into **VRIMACPro**, applying scoring-band risk criteria and timely data imputation, and implementing real-time **PN17 compliance alerts** to enhance proactive risk mitigation, strengthen regulatory compliance, and reduce exposure by **60–90%**, bolstering PETRONAS' market position.
- Designed scalable ETL data pipelines and BI dashboards for Project **SAMURAI**, improving talent pool accuracy and manpower visibility by **40%** by centralizing OGSE workforce data nationwide, enabling unified, data-driven workforce planning and ensuring compliance across the sector.
- Enhanced audit readiness and compliance oversight across **5,000+** active contracts by developing a **Conflict of Interest (COI) Detection Engine** that integrates relationship matrices with SWEC data for proactive risk identification and management.
- Curated and standardized **4,000+** OGSE vendor profiles and developed the **SONIC 2.0** platform, improving data accuracy and workflow efficiency by streamlining exploration through SOP/TOR frameworks, interactive simulations, and data swimlane mapping for scalable analytics and decision-making.
- Partnered with government agencies, industry bodies, and cross-functional teams - MPRC, DOSM, and cross-divisional teams to drive the **Banci OGSE 2024 Census**, achieving a **100% response rate within 72 hours** by resolving stakeholder conflicts, standardizing data frameworks, and boosting participation through targeted advocacy and high-visibility platforms.

Main Skills: **Machine Learning, NLP, ETL Pipelines, Business Intelligence, Data Visualization, PowerBI, Power Automate, Automation, Web Scraping**

### Department of Statistics Malaysia (DOSM) - Statistician / Data Scientist

#### March 2019 to June 2024

Co-architected Malaysia's national data infrastructure as part of Core Team Big Data Analytics, building platforms serving millions while supporting critical government decision-making.

- Co-led architecture of **OpenDOSM**, Malaysia's open data platform reaching **50K+ monthly users**
- Developed high-volume ETL pipelines and ML modules for **PADU/MySPC**, centralizing socio-economic data across ministries
- Created real-time national **COVID-19 dashboards** and spatial tools (**GoTrace Apps**) for field deployment
- Standardized BI delivery with **Metabase/Tableau/PowerBI**, **boosting stakeholder insights by 80%**
- Built **SIIM** informal sector database, improving policy interventions through multi-agency collaboration
- Reduced statistical report generation by 50%** through automation with R, Python, and Excel VBA

Main Skills: **Big Data Analytics, Open Data, Python, R, SQL, Data Visualization**

### MyKetapang Group - Founder

#### August 2015 to Present

Founded digital solutions consultancy delivering digitalization and Data-as-a-Service (DaaS) to Malaysian businesses, actively contributing to Malaysia's digital transformation ecosystem.

- Delivered **50+ WordPress/CMS-based websites** and membership systems for local SMEs and NGOs
- Developed data-driven platforms integrating **ETL pipelines, dashboards, and GIS mapping**
- Spearheaded data analytics advisory with **predictive dashboards, customer segmentation, and data storytelling**
- Conducted training for **digital career portfolios and personal branding** strategies
- Implemented scalable web applications supporting subscription content, real-time registration, and reporting

Main Skills: **Digital Transformation, WordPress, Web Development, Digital Marketing, Project Management, Full-stack Development**

### University of Malaya - Project Officer / Research Assistant

#### August 2011 to February 2019

Led performance analytics and research coordination at Malaysia's premier university, managing faculty KPIs while conducting ISI-indexed research.

- Coordinated **50+ national research workshops, conferences, and training events**
- Developed **KPI dashboards** tracking faculty research output, grants, and publications
- Co-authored peer-reviewed publication** in *Quintessence International* (ISI-indexed) on digital dentistry precision
- Managed digital platforms and communication strategies for research dissemination and public engagement
- Collected precise measurement data contributing to advancing understanding of dental prosthetics

Main Skills: **Research Methodology, Statistical Analysis, Event Management, Academic Writing, Event Coordination**

## Projects & Initiatives

### Pinnacle Python: Continuous Learning Platform

#### April 2023 to Present

Curated educational repository supporting Python skill development for beginners to advanced developers.

- Created comprehensive tutorials and hands-on exercises for dynamic Python programming landscape
- Integrated **pandas, streamlit, and machine learning** modules for practical application
- Designed adaptive learning content for continuous skill development in data science

### Automation Data Scraping API

#### March 2023 to Present

Developed automated data collection system using GitHub Workflow for real-time environmental monitoring.

- Built hourly **Air Pollutant Index (API)** scraping system since September 2023
- Implemented **free cloud-based automation** reducing manual data collection overhead
- Enhanced data accessibility for environmental policy and public health initiatives

## Education

### Universiti Malaya (UM) - Master's in Applied Statistics

#### 2013 to 2016

Advanced statistical modeling and data science fundamentals forming the backbone of analytical expertise. Participated in HTMC Flagship Project focusing on Social Research and Dental Education Research.

### Management and Science University (MSU) - Bachelor's in Medical Science

#### 2006 to 2012

Comprehensive foundation in medical sciences including Epidemiology, Clinical Medicine, Public Health, Biostatistics, and Nutrition. Active member of High-Committee Medical Science Club.

### National University of Malaysia (UKM) - PhD in Health Economics (Pursuing)

#### Present

Research focused on integrating data science, government policy, and healthcare activities through GIS technology application.

## Certifications & Awards

- AWS Cloud Practitioner** (2024)
- Anugerah Perkhidmatan Cemerlang (APC)** - Excellence in Public Service (2021)
- Big Data Analytics Certificate** - Yayasan Peneraju & Fusionex (2018)
- SAS / RapidMiner Advanced Data Science** (2021)
- PETRONAS Enterprise Compliance:** CoBE, Risk, Anti-Bribery, HSE, Competition Law (2024-2025)

"Empowering +Emotional Intelligence for a better future."