

Ahmad Najmi Ariffin

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

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About Me

Data Scientist | Statistician | Industry Advisor passionate about transforming organizational strategies through data-driven innovation. Over a decade of experience applying machine learning, statistical modeling, and automation across oil & gas, public health, and national statistics sectors. Proven ability to deliver scalable data platforms, high-impact analytics, and strategic intelligence for C-level decision-making.

Core strengths:

- Machine Learning (ML), Natural Language Processing (NLP), Predictive Analytics
 - Cloud-Based Architecture (AWS), ETL Automation, and API Integration
 - Data Governance, Open Data, and Government Analytics Ecosystems
 - Executive Dashboards, KPI Reporting, and Strategic Communication
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Career Snapshot

Petroliam Nasional Berhad (PETRONAS)

Executive, Industry Advisory (Industry Shaping) | Group Procurement

Jul 2024 – Present

- Engineered **NarrativeGPT** and **VRIMACPro**, NLP-based models producing automated strategic insights from unstructured data
- Launched a **Digital Intelligence Automation Platform** reducing vendor analysis cycle time by 70% via streamlined workflows
- Designed scalable ETL pipelines and BI dashboards in **SAMURAI**, improving manpower forecasting accuracy by 40%
- Curated OGSE vendor profiles and analytics from 400+ entries for cross-divisional procurement optimization
- Forecasted labor market trends for **OGSE Blueprint 2021–2030** using historical datasets and ML models
- Developed a **COI (Conflict of Interest) Detection Engine** using relationship matrices and SWEC data for proactive audit management
- Implemented **real-time PN17 compliance alerts**, enhancing regulatory responsiveness and reducing exposure by 60–90%

- Automated **news/job listing scrapers** to feed dynamic dashboards with real-time sentiment and workforce movement
- Directed agile UX prototyping for **SONIC 2.0**, integrating feedback loops and swimlane modeling for stakeholder collaboration
- Created imputation models enhancing the reliability of financial risk assessments within VRIMACPro
- Led the field execution of **SAMURAI SB (Sabah)**, driving state-level alignment with national skills development goals
- Coordinated with MPRC and DOSM to shape **Banci OGSE 2024**, aligning with public-private analytics strategies
- Elevated visibility through executive workshops, media coverage, and national blueprint forums

Department of Statistics Malaysia (DOSM)

Statistician / Data Scientist

Mar 2019 – Jun 2024

- Co-led the architecture of **OpenDOSM**, Malaysia's open data platform reaching 50K+ monthly users
- Developed high-volume ETL pipelines and ML modules for **PADU**, centralizing socio-economic data across ministries
- Delivered real-time national COVID-19 dashboards and spatial analytics tools (**GoTrace Apps**) for field deployment
- Built **SIIM**, a dynamic micro-industry database improving informal sector policy interventions
- Standardized BI delivery by implementing **Metabase**, improving stakeholder insights access by 80%
- Supported strategic modeling and socioeconomic forecasting for the Malaysian Social Protection Council
- Reduced statistical report generation by 50% through automation with R, Python, and Excel VBA
- Engaged in multi-agency collaboration to modernize government analytics frameworks and methodologies

University of Malaya

Project Officer / Research Assistant

Aug 2011 – Feb 2019 · 7 yrs 7 mos | Faculty of Dentistry, Kuala Lumpur, Malaysia

- Led performance analytics and KPI dashboards tracking faculty research output, grants, and publications, improving visibility and decision-making across academic units
- Coordinated over 50 national-level research workshops, conferences, and training events, enhancing Malaysia's health research collaboration ecosystem
- Developed and maintained digital platforms and communication strategies (websites, social media) for research dissemination and public engagement
- Conducted ISI-indexed research on dental materials using micro-precision tools, 3D scanners, and analytical software, contributing to peer-reviewed publications

- Authored and co-published in *Quintessence International* on operator experience and cement space influence in ceramic crown systems (ISI-indexed)
- Delivered actionable insights by visualizing trends in academic performance and faculty development, presented to senior leadership for strategic planning

MyKetapang Group

Founder

Aug 2015 – Present

- Founded a digital solutions consultancy providing **digitalization & data-as-a-service (DaaS)** to Malaysian businesses and individuals
- Developed data-driven platforms integrating **ETL pipelines, dashboarding, and GIS mapping** for environmental, career, and community analytics
- Delivered customized **membership and event management systems**, supporting digital operations for local SMEs and NGOs
- Spearheaded **data analytics advisory**, empowering clients with **predictive dashboards, customer segmentation, and data storytelling**
- Designed and launched 50+ **WordPress/CMS-based websites**, enabling non-technical users to maintain digital autonomy
- Conducted training and strategic consulting for **digital career portfolios**, enabling jobseekers and professionals to establish personal branding websites
- Implemented scalable **web applications** for subscription-based content, real-time registration, and reporting
- Produced end-to-end **digital branding and artwork** including UI/UX, social media kits, infographics, and iconography
- Actively contributes to Malaysia's **digital transformation** ecosystem through client empowerment and local-first solutions

Education

Universiti Malaya (UM)

Master's in Applied Statistics, 2013 – 2016

Management and Science University (MSU)

Bachelor's in Medical Science, 2006 – 2012

Certifications

- **AWS Cloud Practitioner** – Iverson Associates (Sep 2024)
- **Big Data Analytics Certificate** – Yayasan Peneraju & Fusionex (Oct 2018)
- **SAS / RapidMiner Advanced Data Science** (2021)

- **Enterprise Compliance:** CoBE, Risk, Anti-Bribery, HSE, Competition Law (2024–2025)
 - **PETRONAS SKG02 & SKG04** – Industry Intelligence, Procurement (2024–2025)
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Awards

- **Anugerah Perkhidmatan Cemerlang (APC)** – 2021
 - **Sijil Pekerja Cemerlang (SPC)** – 2015, 2016
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Target Roles

- Data Scientist | Analytics Engineer | Machine Learning Analyst
 - People Analytics | Business Intelligence Executive | AI Product Analyst
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Key Competencies & Tools

Technical Stack

Python (scikit-learn, pandas, NLP, BeautifulSoup), R, SQL, SPSS, SAS
Power BI, Tableau, Metabase, Altair, Excel (Advanced)
GitHub, Jupyter, RapidMiner, API Automation
AWS Cloud, Data Lakes, ETL Pipelines, Agile DevOps

Data Science & Analytics

Predictive Modeling | NLP | Time-Series Forecasting | Risk Intelligence
Open Data | Geospatial Analytics | Statistical Disclosure Control
Market Intelligence | Talent Demand Planning | Regulatory Analytics

Strategic & Industry Acumen

OGSE & Public Sector Planning | Vendor Risk Profiling | Digital Product Strategy
UX/Workflow Mapping | Stakeholder Alignment | Government Data Modernization

Highlight Projects

- **NarrativeGPT:** AI tool generating real-time narratives from unstructured OGSE data using NLP
- **Digital Intelligence Automation:** Streamlined PETRONAS vendor analysis pipeline, improving turnaround by 70%
- **PADU & OpenDOSM Pipelines:** Centralized government data platforms supporting multi-agency analytics
- **SAMURAI Dashboards:** Real-time manpower planning visualizations used in state and federal planning

- **VRIMACPro Alerts:** Predictive model flagging PN17 vendor risks via financial sentiment monitoring
 - **SONIC 2.0:** Workflow simulation engine improving transparency and strategic alignment
 - **GoTrace Apps:** GIS-based COVID-19 field monitoring solution used across districts
 - **COI Matrix Tool:** Audit visualization matrix for PETRONAS vendor relationship risks
 - **Banci OGSE 2024:** Strategic execution of nationwide data collection and analysis roadmap
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Connect

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"Empowering +Emotional Intelligence for better future."