Rina Adibah

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ABOUT ME

A professional with a strong foundation in Physics from IPB University and Master of Business Administration from SBM ITB, currently expanding expertise in Data Science and Machine Learning at Purwadhika Digital School. Combines analytical capabilities from Physics education, business acumen from Master's degree, and technical proficiency in data science to deliver comprehensive data-driven solutions. Experienced in developing machine learning models and conducting data analysis to solve complex business problems.

Proficient in Python programming with expertise in data analysis libraries (Pandas, NumPy), data visualization tools (Matplotlib, Seaborn, Altair, Tableau), and machine learning frameworks (Scikit-learn, H2O AutoML).

EXPERIENCES

Medium

Writer & Blogger — August 2024 - Present

- Authored and published three technical articles on topics such as Machine Learning (H2O AutoML), Data Visualization (Altair), and Python GUI development (Tkinter) by addressing common pain points in data science and software development
- Simplified complex technical concepts into accessible, step-by-step guides, enabling readers with diverse backgrounds to implement AutoML, creative interactive visualizations, and design python GUIs effectively
- Gained hands-on expertise in cutting-edge tools like H2O AutoML, Altair, and Tkinter by creating detailed tutorials, which improved my ability to communicate technical workflows and best practices to non-technical audience

Kampus Merdeka (Jakarta, Indonesia)

Researcher & Student Speaker — December 2021

- Developed a non-invasive blood glucose measurement model using Artificial Neural Networks (ANN), achieving 95% accuracy by optimizing wavelengths (1041-1428 nm). Validated performance through statistical analyses (RMSE, EGA, sensitivity, specificity, and diagnostic accuracy), outperforming previous studies (RMSE: 9.58–11.50 mg/dl, sensitivity: 87%, specificity: 80%, accuracy: 83%). Presented findings at the International Webinar on Physics and Student's Networking, discussing ANN's role in healthcare and engaging with experts on AI-driven diagnostics.

PT. Indo Jalin Survey (Jakarta, Indonesia)

Project Management Intern — September - October 2021

- Led end-to-end project management for 5 major market research initiatives, ensuring 100% on-time delivery and adherence to budgets and quality standards by coordinating cross-functional teams, clients, and field teams across multiple industries
- Managed diverse research methodologies including mystery shopping (106 locations), in-depth interviews (85+ respondents), CAPI surveys (600+ respondents), and focus group discussions (50+ participants) including mystery shopping (106 locations), in-depth interviews (85+ respondents), CAPI surveys (600+ respondents), and focus group discussions (50+ participants), resulting in actionable insights for clients such as Astra World, Kalla Group, WWF Indonesia, Isuzu, and PT. SMF
- Streamlined project workflows by implementing daily progress tracking, quality control measures, and effective meeting facilitation, reducing inefficiencies and improving team productivity
- Delivered high-impact results for prominent clients in collaboration with MarkPlus.Inc, contributing to data-driven decision-making and strategic planning for their business operations

PROJECT EXPERIENCE

Car Rental Management System

- Developed a Python-based car rental system to streamline the rental process and inventory management. Implemented CRUD operations, authentication for customers and admins, and an interactive menu using `datetime`, `tabulate`, and `colorama`. This system improved operational efficiency by automating rentals, returns, and inventory tracking, reducing manual errors and enhancing user experience.
- Project Link: Car-Rental-Management-System-Program

AWS SaaS Sales Data Analysis for Business Growth Optimization

- This project analyzes sales data for AWS SaaS, a global B2B SaaS provider, to optimize sales strategies. By examining customer segments, regional sales, and discount impact, the analysis identifies key growth

opportunities. Leveraging data-driven insights, the project provides actionable recommendations to enhance sales performance and resource allocation.
- Project Link: AWS-SaaS-Sales-Data-Analysis-for-Business-Growth-Optimization

California Housing Price Prediction using Machine Learning

- Developed a predictive model using California Census 1990 data to estimate housing prices and identify key factors influencing property values. Conducted data preprocessing, feature engineering, and model evaluation across multiple regression models, with XGBoost achieving the best performance (R^2 = 0.81, MAE = $26,119.6). Key insights revealed median income and ocean proximity as major price determinants. The final model was saved for deployment, providing data-driven recommendations for buyers and sellers. This project highlights expertise in data analysis, machine learning, and predictive modeling for real estate.
- Project Link: California-Housing-Price-Prediction-using-Machine-Learning

Analysis of Purchasing Intention In the Fashion Industry: Enhancing Product Sales Through Live Commerce Streaming

- This study analyzes the impact of live commerce streaming on purchasing intentions in Indonesia's fashion industry, focusing on SMEs. Using PLS-SEM analysis on consumer survey data, it finds that media richness, price fairness, and social media marketing significantly drive purchases, with brand image as a key mediator, while eWOM has minimal impact. The findings highlight live streaming's effectiveness as a digital sales strategy, providing SMEs with actionable insights to boost engagement and sales.
- Publication Link: https://ijcsrr.org/single-view/?id=15625&pid=15277

Inference of FTIR Characterization Results of Human Blood Glucose Levels Using Artificial Neural Network (ANN)

- This project developed a non-invasive method to measure blood glucose levels using Artificial Neural Networks (ANN) and FTIR spectroscopy, achieving 95% accuracy by optimizing wavelengths in the 1041-1428 nm range. The model outperformed previous research with lower error rates (RMSE: 9.58–11.50 mg/dl), higher sensitivity (87%), specificity (80%), and overall diagnostic accuracy (83%), reducing the number of tests needed for diagnosis. The approach was validated through advanced statistical analyses, ensuring reliability. Findings were presented at the International Webinar on Physics and Student's Networking, encouraging discussions on AI applications in healthcare and the future of non-invasive medical diagnostics.
- Publication Link: https://docs.google.com/presentation/d/1x1KZ-k8kJxI2f-z9F5neK0-vIgduhfYr3diUyzwKOyk/edit?usp=sharing

EDUCATION

Purwadhika Digital Technology School (Jakarta, Indonesia)

Data Science & Machine Learning Program — August 2023 - Januari 2024

- Transformed complex datasets into actionable insights, improving strategic decision-making and operational efficiency for business, by leading data-driven business analysis initiatives and applying advanced data visualization techniques
- Developed and deployed machine learning models for real-world business challenges, resulting in improved decision-making processes and increased predictive accuracy for key performance metrics
- Applied comprehensive data analysis methodologies to identify market trends, patterns, and opportunities, enabling businesses to optimize their marketing strategies and operational efficiency
- Communicated complex data insights to stakeholders in a clear and actionable manner, bridging the gap between technical and non-technical teams, and ensuring the successful implementation of data-driven solutions aligned with business objectives

School of Business and Management ITB

Master of Business Administration – GPA 3.50 — August 2022 - January 2024

- Published research on e-commerce consumer behavior using SEM-PLS analysis, focusing on live commerce streaming in the fashion industry, which provided actionable insights into media attractiveness, pricing strategies, and social media marketing impact
- Conducted mixed-method research that combined quantitative and qualitative approaches, identifying key drivers of consumer engagement and purchase decisions in live commerce

- Developed actionable recommendations for SMEs in digital marketing
- International Business Exposure:
  - Selected for exclusive business immersion program in Bangkok, Thailand
  - Gained insights into AI technology trends and retail strategies through sessions at Google Thailand and ICONSIAM Mall

IPB University

Bachelor of Physics September 2017 - January 2022

- Developed innovative non-invasive blood glucose measurement technique using Artificial Neural Networks (ANN)
- Implemented advanced machine learning algorithms for wavelength optimization (1041-1428 nm range)
- Utilized RMSE, EGA, sensitivity, and specificity analyses for model validation
- Presented research at International Webinar on Physics and Student's Networking
- Actively participated in various campus organizations and event

SKILLS

- Python Programming
- SQL Database & Query
- Data Wrangling
- Data Visualization
- Statistical Data Analysis
- Machine Learning
- Github
- Data Visual Studio Code