

Akbar Handika
Satriatama, S.Kom



PORTOFOLIO



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About Me

Recent **Computer Science** graduate from **Telkom University** with a **strong passion for data analysis**. I hold a **Google Data Analytics Certificate**, which has equipped me with practical skills in **data cleaning, analysis, and visualization** using tools like **SQL, Python, R, and SpreadSheets**.

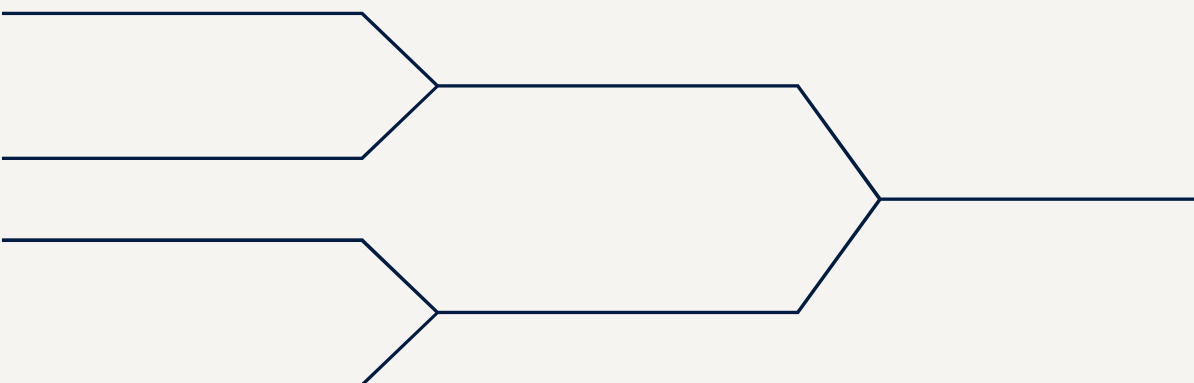
I am a **team player** with strong communication skills, high initiative, and the ability to work **independently**. Eager to start my career as a Data Analyst, I am keen to contribute to a dynamic and innovative environment where I can apply my skills to solve real-world problems and drive actionable insights.



Work EXPERIENCE



**PROJECT-BASED VIRTUAL INTERN
BUSINESS INTELLIGENCE ANALYST
BANK MUAMALAT X RAKAMIN ACADEMY
JAN 2025 - FEB 2025**



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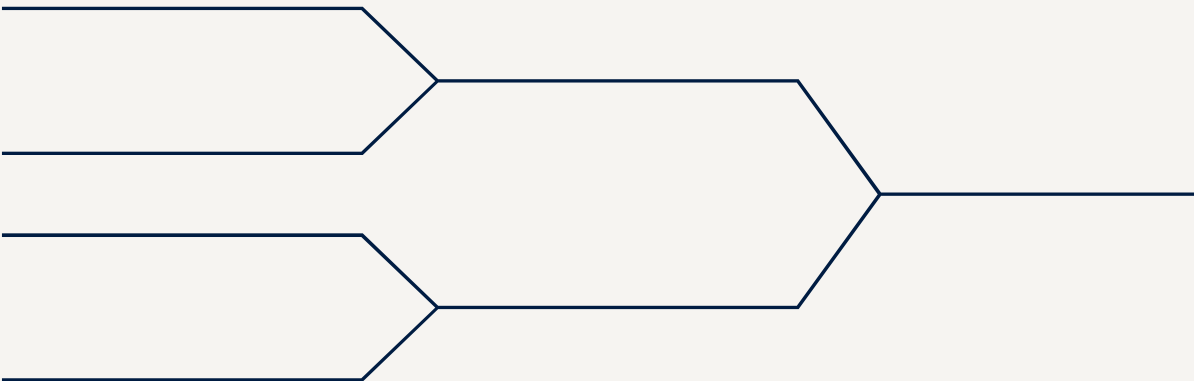
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- Analyzed sales performance and provided data-driven recommendations for business decisions.
- Prepared and transformed datasets in PostgreSQL, including data cleaning, structuring, and creating master tables.
- Designed interactive dashboards in Tableau to visualize sales trends, top product categories, and sales distribution.
- Developed SQL queries for efficient data retrieval and analysis.
- Created structured reports and presentations using Canva and GitHub for documentation.
- Tools & Technologies: Excel, PostgreSQL, Tableau, GitHub, Canva

Work EXPERIENCE



CV ELDEV MEDIA SOLUSINDO
PURWOKERTO UTARA, INDONESIA
MAY 2020 - JUL 2020
BACKEND WEBSITE DEVELOPER INTERNSHIP



- Built the foundational structure of a ticketing website using the Laravel framework, enabling future teams to further develop and expand the platform.
- Designed the database architecture and implemented core features, including user authentication and ticket data management.
- Worked closely with the team to ensure the foundation is easily expandable and adaptable to future requirements.
- Provided comprehensive technical documentation to support seamless development by subsequent teams.

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Organization EXPERIENCE



PERMIB
TELKOM UNIVERSITY
NOV 2019 - OCT 2020
MEMBER OF THE ORGANIZATION'S MANAGERIAL BUREAU

- Managed organizational resources to effectively support the needs and interests of Permib members, including planning, organizing, and controlling resource allocation.
- Supported the planning and execution of programs that promote core values of morality and integrity among members.
- Organized and facilitated programs and activities to accommodate and develop the interests and talents of Permib members, enhancing their overall growth and engagement.

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EDUCATION



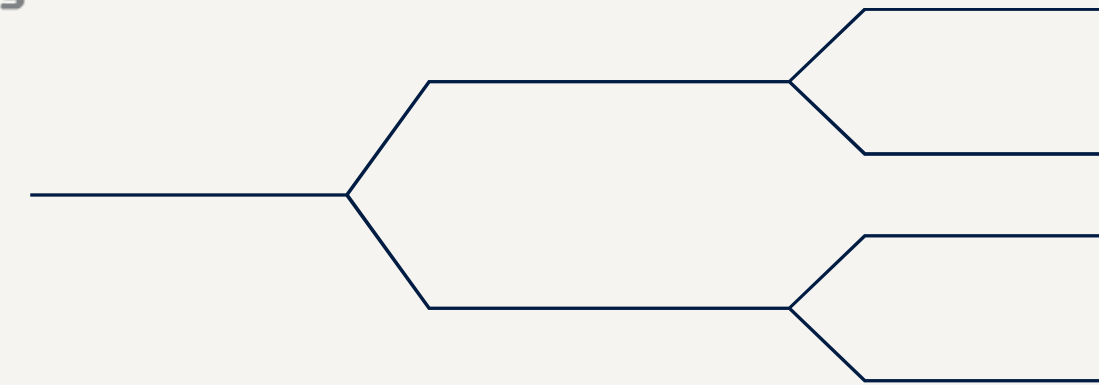
TELKOM UNIVERSITY

AUG 2017 - SEP 2023

BACHELOR DEGREE IN SCHOOL OF COMPUTING



During my studies at Telkom University, I completed various courses relevant to Data Analyst, including Machine Learning, Data Mining, Data Visualization, Natural Language Processing, and Database Systems. As part of my study program, I worked on my final project entitled “Application of Item-Based Collaborative Filtering Method for Recommendation System for Tourist Destinations.” The project involved applying an item-based collaborative filtering method to develop a tourist destination recommendation system, which allowed me to integrate the skills acquired from the course in practical applications.





Course & CERTIFICATE



Google Data Analytics Certificate

2024



- Developed a solid understanding of data analytics concepts, including the data lifecycle and data-driven decision making.
- Proficient in Google Sheets for data cleaning, analysis, and visualization.
- Skilled in data collection, storage, and management, ensuring data accuracy and reliability.
- Mastered data cleaning using spreadsheets and SQL, including handling missing data and ensuring data quality.
- Competent in SQL for querying databases, performing complex joins, and conducting data analysis.
- Experienced in creating data visualizations using R and ggplot2.
- Completed a capstone project involving end-to-end data analysis, from data collection to the presentation of actionable insights.

<https://www.coursera.org/account/accomplishments/specialization/89L59EGUMQBA>

https://www.credly.com/badges/fa7d42c4-fc2d-4a4d-88f9-405a9d655102/linked_in_profile



Course & CERTIFICATE



Fast Track Data Analytics Scholarship Batch 3

2024



- Completed comprehensive coursework covering data analysis fundamentals, advanced Excel functions, and exploratory data analysis techniques.
- Developed proficiency in SQL for database querying and management using PostgreSQL and DBeaver.
- Gained programming skills in Python, with a focus on data manipulation and analysis using the Pandas library.
- Created interactive visualizations using Python libraries (Matplotlib, Seaborn), Tableau, and Google Data Studio.
- Conducted various data analysis and visualization projects, including a capstone project involving a full data analysis workflow from data collection to presenting actionable insights.
- Participated in virtual workshops and guest lectures from industry professionals, gaining insights into the latest trends and best practices in data analytics.
- Collaborated with peers on online group projects, enhancing teamwork and communication skills.

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SKILL ABILITIES

- **Hard Skills:**

- **Data Analysis (Spreadsheet, Python, R, SQL),**
- **Data Visualization (Tableau, Power BI),**
- **Programming,**
- **SQL,**
- **Spreadsheet Management,**
- **Project Management.**

- **Soft Skills:**

- **Analytical Thinking,**
- **Creativity,**
- **Problem-Solving,**
- **Communication,**
- **Teamwork,**
- **Adaptability,**
- **Detail-oriented.**



Project PORTFOLIO



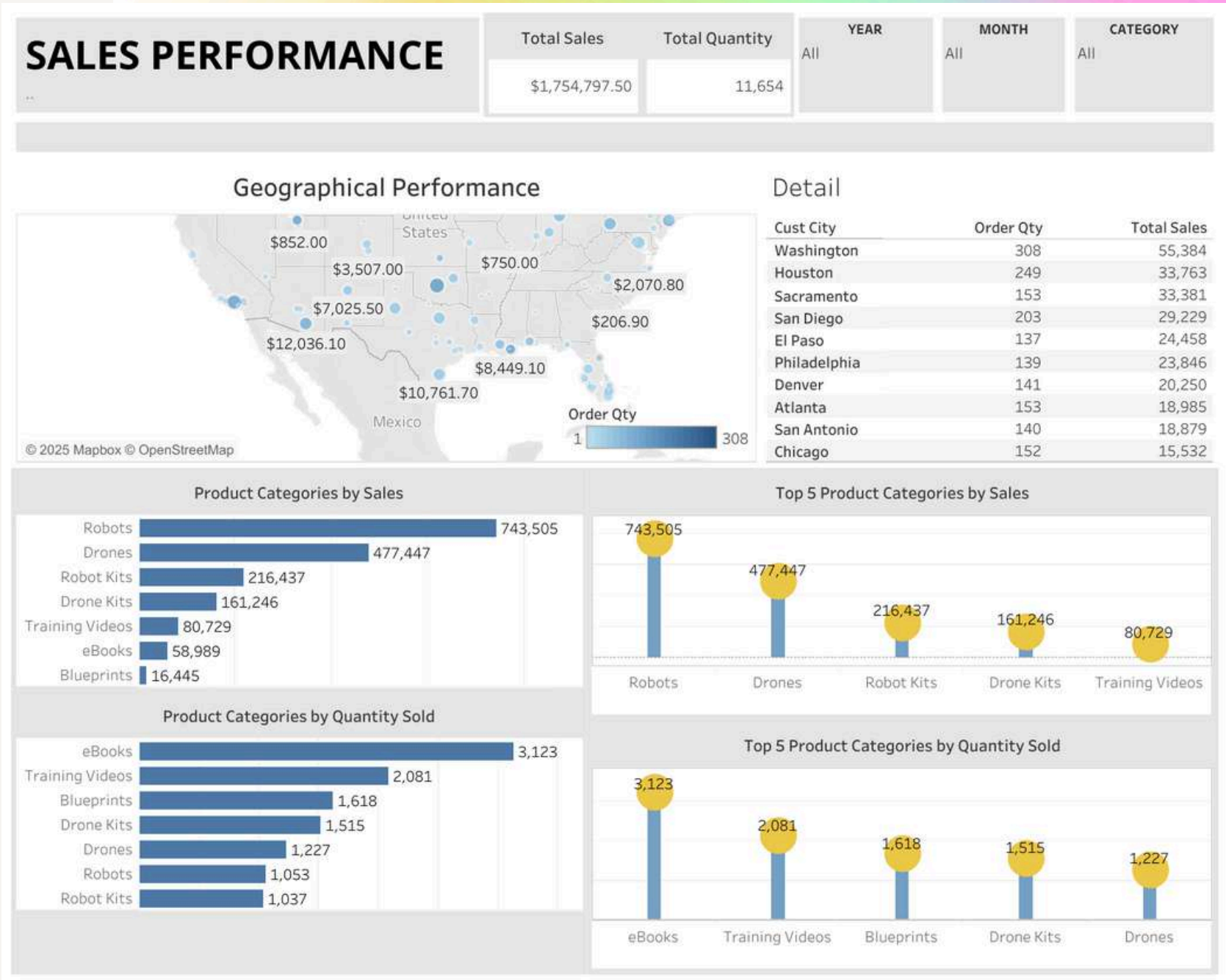
Sales Performance Analyst

Conducted data-driven analysis for PT Sejahtera Bersama, providing insights and business recommendations.

Key Responsibilities:

- **Data Preparation** – Cleaned and transformed datasets in PostgreSQL, structured tables, and optimized queries.
- **Dashboard Development** – Created interactive dashboards in Tableau to visualize sales trends, top categories, and regional performance.
- **Data Analysis & Business Insights** – Extracted key insights to support strategic decision-making

<https://github.com/Akbar-Handika/Final-Task-BI-Bank-Muamalat.git>



Forecasting Analysis Report

Exploring data and Forecasting report using Regression using excel. The process:

- Data Exploration,
- Data Cleaning (Missing Value, Duplicates Data, Outliers)
- Data Preprocessing,
- Descriptive Report,
- Data Visualization,
- Regression Forecasting Report.

Company 11259 Sales

- Terjadinya peningkatan penjualan pada perusahaan dari tahun ke tahun.
- Terdapat fluktuasi kuartal disetiap tahunnya.
- Pada kuartal pertama cenderung mendapatkan penjualan yang lebih tinggi dibanding kuartal lain.
- Perlu diselidiki faktor-faktor yang mempengaruhi fluktuasi kuartal yang terjadi.
- Menyelidiki alasan kuartal pertama penjualan yang lebih tinggi dari kuartal lain.

Years	Q1	Q2	Q3	Q4	Sales Total
1990	8107,484	6768,191	7543,51	7930,95	30350,132
1991	10358,898	9280,566	10139,9	10627,5	40606,862
1992	13638,797	11649,398	13028,4	13683,8	52000,39
1993	17122	13920,398	16236,5	16826,9	64105,796
1994	20360,5	17686,098	19942,3	20417,7	78406,594
1995	24447,797	20440	22723	22914	90524,797
1996	27550	22772	25587	25644	101553
1997	30856	25409	28386	28777	113428
1998	35386	29819	33521	33509	132235
1999	40785	35129	38913	40899	155726
2000	51868	43447	46588	46181	188084
2001	57079	48565	53187	53185	212016
2002	64735	52126	56781	55765	229407
2003	66905	57224	63231	63036	250396
2004	75190	65434	70516	69282	280422
2005	82500	70755	76697	75397	305749
2006	89252	79675	85430	84467	338824
2007	99078	86378	92827	91794	370077
2008	107289	94940	102342	98345	402916
2009	108747	94214	100876	99373	403210
2010	113622	99811	103726	101952	419111
2011	116360	104189	109366	110226	440141
Grand Total	1261637,476	1089631,651	1177788	1170233	4699289,571



Regression Forecasting Report

SUMMARY OUTPUT									
Regression Statistics									
Multiple R	0,962230948								
R Square	0,925285646								
Adjusted R Square	0,92285646								
Standard Error	17,49188302								
Observations	44								
ANOVA									
	df	SS	MS	F	Significance F				
Regression	9	296210,1887	32912,24097	107,5683	3,08E-24				
Residual	38	11626,70992	305,969715						
Total	47	307836,8796							
	Coefficients	Standard Error	t Stat	P-value	Lower 95% Lower 95% Lower 95% Upper 95% Upper 95% Upper 95%				
Intercept	49,79336019	11941,12556	-0,00857218	0,993205	-23664,4	23664,4	-23664,4	23664,4	
Assets	0,001460342	0,007012158	0,039455751	0,968734	-0,07347	0,076388	-0,07347	0,076388	
Lubilities	0,184462434	0,047025941	2,857501756	0,00889	0,099203	0,229722	0,099203	0,229722	
Net Income	0,20218371	0,498030909	0,405946188	0,687044	-0,80603	1,210395	-0,80603	1,210395	
Cash	-2,223893096	1,272287189	-1,748187013	0,09062	-4,80136	1,354138	-4,80136	1,354138	
R&D	60,250411	502,0480782	0,120009245	0,905108	-956,093	1076,594	-956,093	1076,594	
Year	0,077540626	5,856342526	0,013240453	0,989505	-11,778	11,93309	-11,778	11,93309	
Q1	-4,041391268	14,09224012	-0,289161313	0,775638	-32,5696	24,48886	-32,5696	24,48886	
Q2	-18,78784608	11,26032754	-1,665987337	0,108938	-42,1373	4,079424	-42,1373	4,079424	
Q3	-7,988763994	10,50644569	-0,760367895	0,451127	-29,258	13,28042	-29,258	13,28042	

Regression Forecasting Report

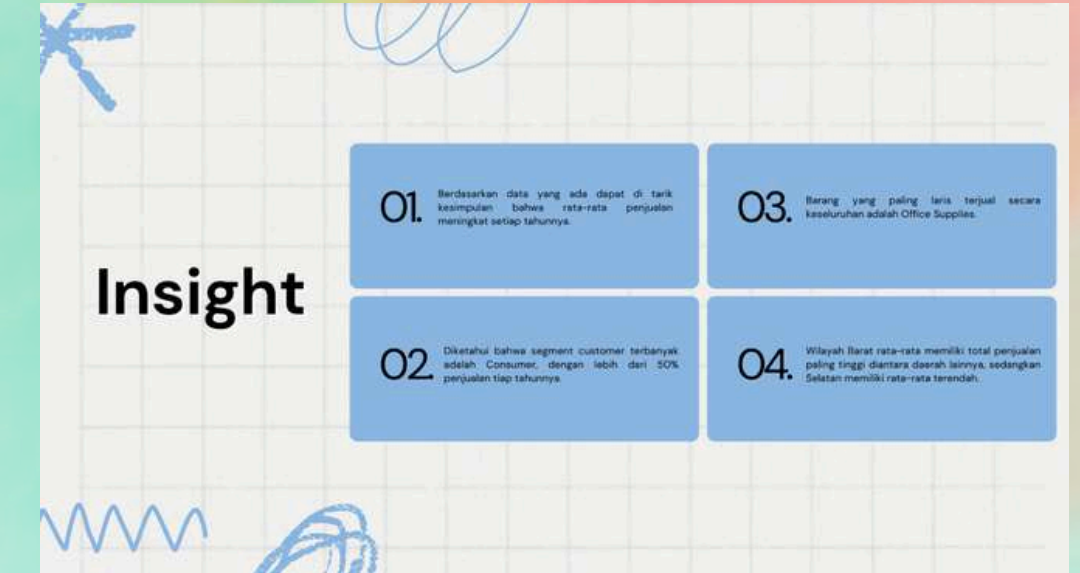
- Terlihat pada R Square, nilai 0,9622 menunjukkan bahwa sekitar 96,22% variabilitas dalam penjualan dapat dijelaskan oleh variabel-variabel independen dalam model.
- Terlihat pula Asset, R&D, Year dan Q1 signifikan. Maka sebanyak 96,22% keragaman datanya dapat dijelaskan pada tabel tersebut.

<https://drive.google.com/drive/folders/19mu8rXGM97wtGNkE-EsuU7y2lxpGmmu1?usp=sharing>

Dashboarding Report

Create a Dashboard Report with data taken from the database using PostgreSQL and processed using Excel process:

- Join data from the database and import,
- Data Cleaning,
- Data Preprocessing,
- Data Visualization (Dashboard),
- Reporting

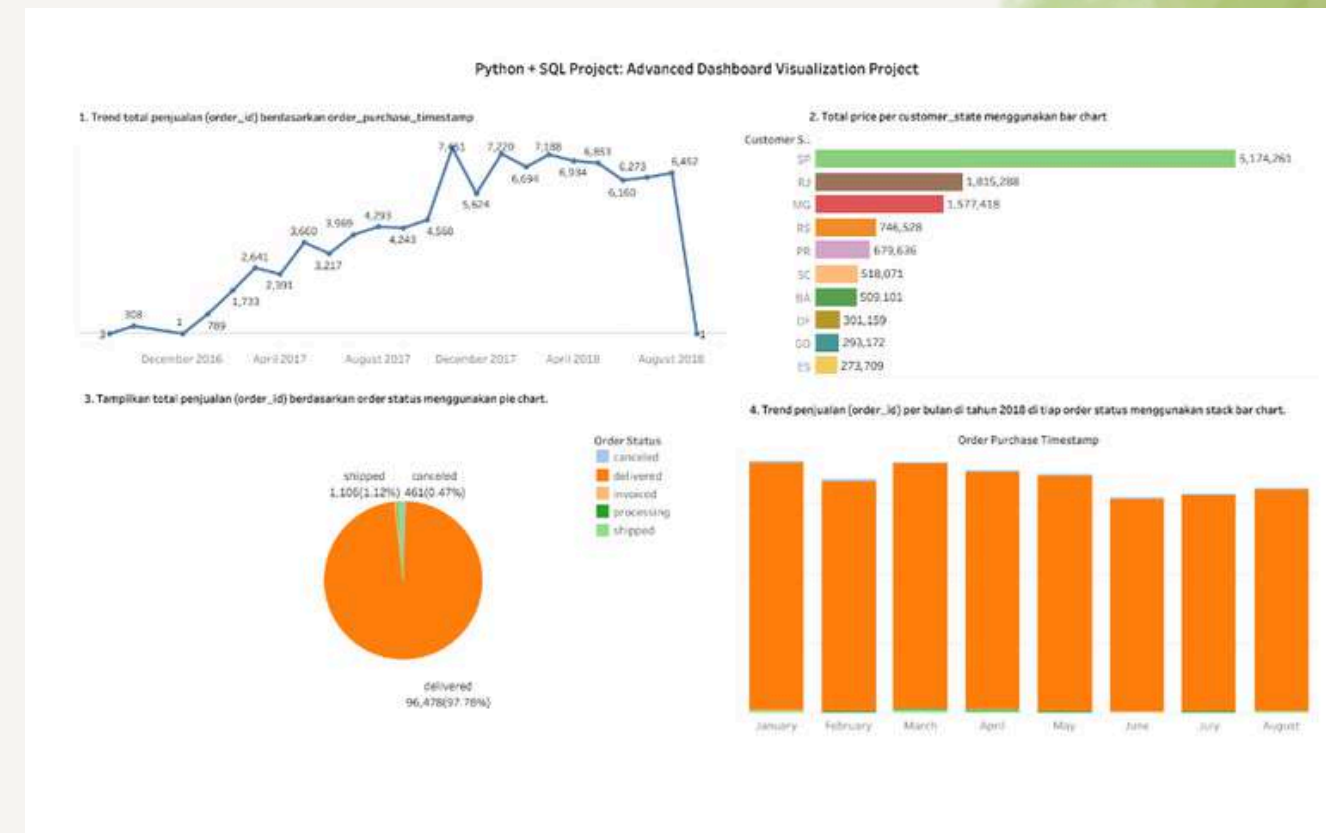


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Dashboarding Report

Create a Dashboard Report with data taken from the database using PostgreSQL and processed using Python process:

- Join data from the database and import,
- Data Cleaning,
- Data Preprocessing,
- Data Visualization (Dashboard),
- Reporting



Insight

01.

Dapat kita ketahui pada table penjualan berdasarkan waktu dari tahun 2016 - 2018, tren penjualan cenderung naik dan mencapai puncaknya pada tahun 2017 akhir. Setelahnya, tren penjualan cenderung stabil sampai tahun 2018.

02.

Jika kita amati, top 5 dari negara pembeli terbanyak ada di:
1. SP
2. RJ
3. MG
4. RS
5. PR

03.

Rata - rata pembelian yang sudah dilakukan, berstatus Delivered.

04.

Untuk setiap pembelian yang berstatus delivered dengan sempurna, kita bisa dapat pada tahun 2018 bulan ke 6.

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Marketing Analyst

Perform marketing analysis on company data in the food retail sector using python. process:

- **Import dataset,**
- **Cleaning data,**
- **EDA,**
- **Data Preprocessing,**
- **Data Visualization,**
- **Reporting.**

iFood

Sebuah perusahaan dibidang retail makanan. Menjual 5 kategori besar:

- wines, rare meat, exotic fruits, special fish, dan sweet products.
- Dari 5 kategori tersebut dapat dibagi lagi menjadi produk gold dan regular.
- Terdapat 3 sales channels: physical stores, catalogs, dan company's website



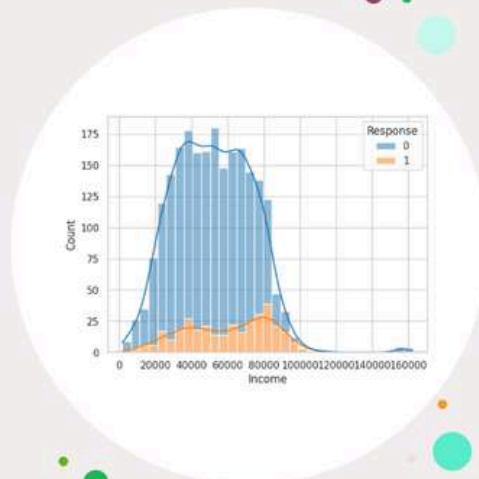
Objective

- Team Marketing ingin mengoptimasi Campaign Results terkait penawaran produk baru, sehingga mendapatkan profit yang maksimal di bulan depan dan memahami karakteristik customers yang menerima penawaran produk baru tersebut.
- Campaign yang dilakukan untuk penjualan produk terbaru yang dijadwalkan untuk bulan depan.
- Dengan membuat predictive model untuk mendapatkan profit yang maksimal. Serta, memahami karakteristik customers yang ingin membeli produk baru tersebut.
- Predictive model yang dibuat akan digunakan untuk memprediksi customer yang tidak masuk ke 2240 sample customers.

Income

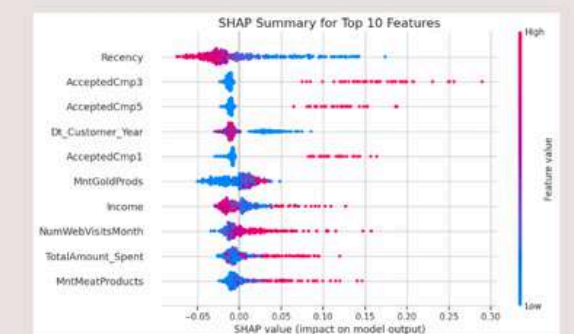
• Customer dengan Income yang lebih dari 20000 cenderung menerima campaign terlihat dari grafik dimana semakin tinggi Income yang didapat customer kecenderungan menerima campaignnya semakin tinggi pula.

• Sehingga semakin besar pendapatan atau gaji yang dimiliki oleh customer, maka cenderung untuk menerima penawaran campaign selanjutnya.



Top 10 Features

- Recency
- Previous Campaign
- Customer Join Date
- Income
- Web Visitor
- Total Amount Spent



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Contact



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<http://www.linkedin.com/in/akbarhandika>



<https://public.tableau.com/app/profile/akbar.handika/vizzes>



<https://github.com/Akbar-Handika>



thank you