DIAN PRASETYO
Data Scientist

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SUMMARY

Experienced data scientist with a solid foundation in statistical analysis and machine learning algorithms. Skilled in extracting insights from complex datasets to drive informed business decisions. Proficient in programming languages such as Python and R. Experienced in deploying machine learning models into production environments. Passionate about leveraging data-driven approaches to solve real-world problems.

EXPERIENCE

PT ANALITIK BERSAMA - Surabaya, Indonesia
Senior Data Scientist (April 2019 – Present)

- Led data science projects from conception to implementation, collaborating with cross-functional teams to identify business opportunities and define project objectives.
- Developed predictive models using machine learning algorithms to optimize marketing campaigns, resulting in a 20% increase in conversion rates.
- Implemented data pipelines for ETL (Extract, Transform, Load) processes, ensuring data quality and integrity.
- Conducted A/B testing and analyzed experimental results to evaluate the effectiveness of new features and strategies.

PT INOVASI DATA - Jakarta, Indonesia
Data Analyst (January 2016 – March 2019)

- Conducted exploratory data analysis to uncover patterns and trends in large datasets using Python and R.
- Built interactive dashboards and visualizations to communicate insights to stakeholders using tools such as Tableau and Power BI.
- Collaborated with business units to define key performance indicators (KPIs) and develop metrics-driven strategies.
- Provided actionable recommendations based on data analysis to optimize operational processes and improve business outcomes.

EDUCATION

UNIVERSITAS AIRLANGGA (2012 - 2016)
Bachelor of Statistics - GPA 3.7

SKILLS

- Statistical analysis
- Machine learning
- Predictive modeling
- Data visualization
- SQL and NoSQL databases
- Big data technologies (Hadoop, Spark)
- Programming languages: Python, R, SQL