

Muhammad Dhika Rafi

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Management graduate with a strong foundation in business strategy and decision-making, combined with hands-on experience in Data Science and Machine Learning. Skilled in utilizing data-driven insights to optimize business performance, forecasting, and strategic planning. Proficient in Python, SQL, Excel (VLOOKUP, PivotTables), Google Sheets, and data visualization tools (Tableau, Google Looker Studio). Experienced in data wrangling, statistical analysis, and predictive modeling to support business decisions.

Education

Universitas Pembangunan Nasional Veteran

Management

GPA: 3.79/4.00

Jakarta, Indonesia

Sep 2020 – Sep 2024

Graduated with a Bachelor's degree in Management, developing expertise in business strategy, financial management, and data-driven decision-making. Gained a strong foundation in market analysis, operational efficiency, and organizational behavior. Combined analytical and problem-solving skills to support business operations and strategic planning.

Experience

Purwadhika Digital Technology School

Data Science & Machine Learning Student

Jakarta, Indonesia

Nov 2024 – Feb 2025

- Built Machine Learning models for forecasting, classification, and sentiment analysis to generate business insights.
- Developed Python-based CRUD operations, performed data wrangling, preprocessing, and statistical analysis, including RFM and cohort analysis.
- Designed interactive dashboards and reports using Tableau, Google Looker Studio, and Python-based visualizations.
- Deployed Machine Learning models using Streamlit, enabling real-time predictions and interactive data applications.

PT. Bank Tabungan Negara (Persero) Tbk

Consumer Funding Unit Intern

Jakarta, Indonesia

Apr 2023 – Jul 2023

- Met with new clients to discuss potential collaborations, bringing fresh ideas and perspectives to future projects.
- Designed promotional banners for upcoming company events, showcasing brand services to engage potential clients and partners while promoting exclusive offers.
- Effectively managed payroll using the Oracle System for multiple BTN clients, ensuring accurate and timely payment processing while complying with regulations.
- Processed new bank account applications, ensuring all documentation was complete and adhered to regulatory requirements.

Projects

Sentiment Analysis on Government Programs Using Text Mining *Feb 2024*

- Collected and preprocessed tweets on government programs using Twitter API.
- Applied RNN-based sentiment analysis to classify opinions and extract key themes.
- Visualized insights using word clouds and sentiment distribution analysis.

Stock Price Forecasting for Telkom Indonesia (TLKM) *Jan 2024*

- Developed a time series forecasting model using SARIMA to predict TLKM stock prices, capturing seasonality and trend components.
- Analyzed price trends, seasonal patterns, and market fluctuations to understand stock movements.
- Provided insights for investment strategy, risk management, and decision-making.

Wholesale Company Recency, Frequency, and Monetary (RFM) Analysis *Dec 2024*

- Analyzed customer behavior using RFM analysis to assess recency, frequency, and monetary value.
- Identified key customer segments based on purchasing patterns.
- Provided insights for targeted marketing, retention strategies, and business optimization.

E-Commerce Cohort Analysis *Dec 2024*

- Examined customer retention patterns based on six-month intervals.
- Conducted data collection, cleaning, cohort identification, and retention calculation for insights.
- Identified key trends to enhance customer loyalty and improve retention strategies.

Certificate

- **HackerRank, Certificate of Accomplishment SQL (Intermediate)** *Jan 2025*
Demonstrates proficiency in SQL, including complex queries, aggregations, joins, and optimization techniques for data analysis and manipulation.
- **IBM, Data Science Methodology** *Sept 2024*
Covers the structured approach to solving data science problems, including business understanding, data preparation, model development, and deployment strategies.
- **Microsoft, Harnessing the Power of Data with Power BI** *Aug 2024*
Focuses on using Power BI for data visualization, creating interactive dashboards, and leveraging analytics for data-driven decision-making.
- **Microsoft, Preparing Data for Analysis with Microsoft Excel** *Jul 2024*
Learning advanced Excel techniques for data cleaning, transformation, and analysis, including PivotTables, formulas, and automation tools.

Skills

Technical Skills: Microsoft Excel, Python, MySQL, SQL, Tableau, Power BI, Looker Studio

Soft Skills: Critical Thinking, Problem Solving, Communication Skills, Teamwork

Languages: Fluent in English and Bahasa Indonesia