

# IDA SRI AFIQAH

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I'm a motivated and detail-oriented Economics graduate from Brawijaya University with a strong foundation in data analysis, data science, and AI. I'm proficient in Python, SQL, and Tableau, and certified as a TensorFlow Developer. I enjoy working collaboratively and have developed strong communication skills through team-based projects and client-focused experiences. I thrive in environments where I can turn data into meaningful insights that support decision-making and innovation.

## WORK EXPERIENCE

### Mentor Machine Learning Class

February - June 2025 | DBS Foundation x Dicoding

- Delivered weekly consultation, sharing about progress and program and with 20+ participants.
- Achieved 95% attendance and 4.85/5 participant satisfaction through 1-on-1 consultations.
- Helped mentees apply ML to real-world business problems with a focus on impact and interpretability.

### Facilitator Data Analytics in Program GCC x Telkom 2024 - Batch 2

Feb - March 2025 | GCC x Telkom

- Facilitated intensive data analytics scholarship program for 25 Telkom Indonesia employees, focusing on SQL, Python, and dashboarding fundamentals.
- Guided participants through hands-on projects and assessments, ensuring concept mastery and practical application in their professional roles.

### Company & Project Advisor

May & Dec 2024 | Bizzagi x Bangkit Academy led by Google, Tokopedia, Gojek, & Traveloka!

- Guide 6 team on final project at Bangkit Academy and having impact on 91% graduation rate with performance rating 4.6
- Provided weekly mentorship, guiding teams to achieve a 95% validation accuracy in Aspect-Based Sentiment Analysis, recognized as the best company capstone track.

## LEADERSHIP EXPERIENCE

### Lead Data Science and Analytics Division

March 2024 - March 2025 | Braincore, Indonesia

- Coordinated Internship Program and division meetings every week to monitor progress, successfully implementing 30+ pilot projects.
- Achieved OKR adoption up to 90%, aligning team goals with business objectives, and implemented team engagement programs in LinkedIn garnering an average of 1.5k views.
- Drove innovation by fostering a supportive environment, achieving a 90% success rate in pilot projects.

## EDUCATION

### Bachelor in Economics - Finance and Banking Concentration | CGPA 3.57/4.00

Aug 2021 - April 2025 | Brawijaya University - Malang

- Activities: Tutor and Data Analyst Lab Ilmu Ekonomi (Jan-July 2024).
- Related Courses: Statistics, Business Mathematics, Econometrics, Risk Management, Financial Modelling, Time Series Analysis and Forecasting.
- Thesis: Analysis of The Effects of Macroeconomic Indicators on IDX Composite Return Volatility: A Garch-Midas Approach.

### Informal Education in Machine Learning | CGPA 94.67

Aug 2023 - Dec 2023 | Bangkit Academy Led by Google, Gojek, Tokopedia, & Traveloka

- Learned key concepts and applications of Data Analytics, ML, and AI.
- Capstone Project: Developed two machine learning models, OCR and NER, achieving 98% accuracy for physics problem-solving through picture. Combined both models into a single application to derive solutions from physics formulas.

## PROJECT

### Transjakarta

- Processed 37.9k rows of data and performed Exploratory Data Analysis on the Transjakarta dataset, answering 20 business questions and delivered 20+ interactive Tableau visualizations.
- Conducted Cohort Analysis, RFM Segmentation, and K-Means Clustering to uncover key customer behavior patterns, successfully improving the silhouette score from 33% to 81% and delivering strategic business recommendations.
- Built classification models (Logistic Regression, Decision Tree, Random Forest, K-NN) with up to 100% accuracy on test data.

### Image Classification

- Developed a binary image classification model using 10,000 labeled images, achieving training accuracy of 99.8% and

validation accuracy of 91.8% with val\_loss of 0.4545.

- Converted the trained model (.h5) into multiple deployment formats including TensorFlow Lite (TFLite), TensorFlow.js, and SavedModel for flexible integration and Performed real-time inference testing on the deployed models

**Sentiment Analysis Getcontact App**

- Collected and processed 15k user reviews from the Google Play Store using web scraping techniques to build a sentiment analysis dataset.
- Developed and compared three deep learning pipelines using LSTM and GRU architectures with TF-IDF features and varying train-validation-test splits to evaluate performance.
- Achieved best test accuracy of 86.6% using LSTM, demonstrating strong capability in text classification and model evaluation for real-user sentiment insights.

**Movie Recommendation System**

- Built a hybrid movie recommendation system using Content-Based Filtering and SVD-based Collaborative Filtering on the MovieLens 100K dataset, achieving an RMSE of 0.8809 and MAE of 0.6778.
- Addressed cold start and data sparsity issues by combining cosine similarity for content similarity and SVD for predicting missing user ratings, enhancing personalization and accuracy.
- Delivered relevant and personalized movie recommendations that improved user experience by filtering options based on user preferences such as genre and actor similarity.

**Stock Forecasting**

- Forecasted stock prices for Apple, Microsoft, and Google using both PyCaret and Facebook Prophet, achieving up to 20% lower MAE with PyCaret on Microsoft data and higher accuracy (MAPE < 10%) with Prophet on Apple and Google.
- Benchmarked model efficiency: PyCaret ran 4x faster on average (under 2 seconds vs. Prophet’s 4–13 seconds), while Prophet delivered more stable out-of-sample predictions across assets.
- Conducted comparative time series modeling and analysis, demonstrating trade-offs between model interpretability, speed, and generalization—highlighting that model performance is asset-dependent.

**ACHIEVEMENT**

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**Second Winner Makassar Hackathon 2024:** Dispora Makassar x Binar Academy.

- Contributed on data analysis and industry trends for business strategy insights.
- Developed an AI-powered app providing personalized fitness guidance and real-time assistance via an AI chatbot.

**CERTIFICATION & CREDENTIAL**

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- **Tensorflow Developer** (2024): Google - 97972920
- **Machine Learning Engineer** (2024): Dicoding
- **Data Scientist** (2024): Dicoding
- **MLOps** (2024): DeepLearning.AI - TMVK4M89HNGJ
- **Google Data Analytics** (2023): Google
- **Machine Learning** (2023): DeepLearning.AI - RC9BAH7W2LFM
- **AI Engineering** (2023): IBM- PWID-B0541200
- **Azure AI Fundamentals** (2023): Microsoft- 996021253

**SKILL**

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- **Technical:** Microsoft Office, SQL, Python, Pytorch, Scikit-Learn, TensorFlow, Github, Flask, Airflow, GCP, Azure, Grafana, Prometheus.
- **Hard Skills:** Research and Data Analytics, Data Visualization, Project Management, Statistical & Econometric Modeling, Machine Learning & AI, Business Intelligence Tools (Excel, Tableau), Presentation & Reporting.
- **Soft Skills:** Leadership, Communication, Critical Thinking, Teamwork, Problem Solving.
- **Languages:** Bahasa Indonesia and English