

IDA SRI AFIQAH

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Passionate Economics student at Brawijaya University with a focus on analytics skills and a fervent interest in technology. Proficient in R, Python, SQL, and Tensorflow, with expertise in data visualization and machine learning models. Experienced in collaborative environments through volunteer work, ready to blend economics and technology as a driven Data Science Intern, leveraging latest advancements to thrive in demanding digital intelligence processing environments.

EXPERIENCE

Data Scientist

Braincore, Indonesia

Braincore (<https://braincore.id/>) is a leading company based community that offers solutions in the form of consulting services and project work based on artificial intelligence in various fields.

Tech Stack : Python, Tensorflow, HuggingFace, Tableau, Cloud Run, Flask, OpenAI

Lead at Data Science and Analytics Division | Part Time

March 2024 - now

- Initiate and oversee divisional programs to enhance the division's business value and product quality.
- Coordinate and lead division meetings, monitor progress, and implement quarterly programs.

Data Scientist | Part Time

January 2024 - now

- Have integrated OpenAI technology into the web platform, enhancing user interactivity and engagement.
- Strengthened focus on developing machine learning models especially in the field of Natural Language Processing (NLP) i.e. Aspect Based Sentiment Analysis.
- Apply various models such as Apriori, RFM, Cohort Analysis, and K-Means to gain insights from data.
- Perform the data analysis process from start to finish to gain insights from the data without using models and create advanced visualizations using Tableau and apply them to the website.

Facilitator in Program Google Arcade Facilitator 2024 | Part Time

Mei - July 2024

Dicoding x Google Cloud

This program is a coding scholarship from Google Cloud in collaboration with Dicoding with the concept of gamification to add or improve digital talent skills in the fields of cloud computing, application development, big data & artificial intelligence/machine learning. Facilitator's jobdesk is :

- Invite colleagues to join the Google Cloud Arcade Facilitator 2024 program
- Encourage and Motivate participants to complete tasks
- Complete the facilitator's target to assist and help complete the arcade.

Project Advisor Company Case

May- June 2024

Bizzagi x Bangkit Academy led by Google, Tokopedia, Gojek, & Traveloka!

Bizzagi x Bangkit Academy is a partnership between Bangkit Academy, led by Google, Tokopedia, Gojek, & Traveloka, and Bizzagi, a digital marketing agency providing powerful digital solutions to transform clients' online presence. The Bangkit program aims to produce high-caliber technical talent for world-class Indonesian technology companies and startups, fully supported by Google, GoTo, Tokopedia, and Traveloka. As part of the Bangkit Academy, there is a final project, the capstone project, which includes three types of cases: entrepreneurship, product, and company cases. Bizzagi acts as a partner to Bangkit, providing company cases for the Bangkit Academy cohorts to work on.

- Provide guidance and mentorship to group members in understanding the basic concepts and methodologies relevant to Aspect Based Sentiment Analysis.
- Assist in the formulation of clear and measurable project objectives to ensure conformity with the needs and expectations of the end client or user.

Junior Researcher

Jan - July 2024

Lab Ilmu Ekonomi

The Economics Lab managed by the Faculty of Economics and Business, Department of Economics, is an academic facility designed to support research, learning and skills development in economics. The lab provides a variety of tools, resources, and data needed to analyze economic phenomena, conduct economic experiments, and develop and test economic models.

- Collect, clean and analyze economic data
- Responsible for conducting Econometrics training
- Teach and assist students to use econometric tools and doing research in economics

EDUCATION

Brawijaya University- Malang, Indonesia Sep 2021 - Maret 2025
Bachelor Degree of Economics - GPA 3.58/4.0

- Related Courses: Financial Statement Analysis, Econometrics, Risk Analysis and Investment, Bank & Corporate Financial Management, Capital Market and Banking Risk Management, Evaluation and Supervision of Financial Institutions and Banks.

Bangkit Academy Led by Google, Gojek, Tokopedia, & Traveloka- Jakarta Aug 2023 - Dec 2023
Informal Education in Machine Learning- GPA 94.67/100

- Secured a spot in the prestigious Machine Learning Cohort at Bangkit Academy, led by Google, Tokopedia, Gojek, and Traveloka, demonstrating a strong commitment to advancing machine learning skills. .
- Showcased effective communication, adaptability, critical thinking, and project management skills while excelling in collaborative and adaptive team environments.
- Completed five certification specializations on Coursera ahead of schedule, including mathematics for machine learning and deep learning. AI TensorFlow Developer, Machine Learning, Google Data Analytics, and TensorFlow Data Deployment.

PROJECT

Kereta Rel Listrik (KRL) Infographics May 2024

- Conduct Data Cleaning, Feature Engineering, and Analysis on dataset.
- Perform Exploratory Data Analysis on KRL dataset
- Make advance visualizations in Tableau

Aspect Based Sentiment Analysis April 2024

- Scraping diverse datasets to train Aspect Based Sentiment Analysis models.
- Developing and fine-tuning machine learning models for sentiment analysis.
- Leading the deployment of the Aspect Based Sentiment Analysis system for real-world applications.

Cohort and RFM Analysis with K-Means Cluster March 2024

- Perform Exploratory Data Analysis on Transjakarta dataset
- Using Cohort Analysis and RFM to gain insight into customer behavior and perform clustering with K-Means
- Creating advanced visualizations with Tableau

Predicting BBKA Shares March 2024

- Build a BCA stock price prediction model using LSTM (Long Short-Term Memory) technique with the help of TensorFlow and Keras.
- Using historical stock price data from Yahoo Finance and preprocessing using MinMaxScaler to normalize the data.
- Training the model with an LSTM artificial neural network that allows us to understand patterns and trends from historical data, in the hope of accurately predicting BCA's stock price.

Name Entity Recognition model in Physics Problem Solving Dec 2023

- Annotating physics variables in physics problems
- Using NER spacy to pipeline the model and produce a model with a good score of 98%.

- To provide a comprehensive understanding of PT Adi Sarana Armada Tbk's business and its operating environment.
- To equip investors with the necessary insights to make informed investment decisions.
- Identify potential risks and opportunities associated with investing in ASSA.
- Provide actionable investment recommendations based on rigorous analysis.

CERTIFICATION & CREDENTIAL

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- **Google Certified Tensorflow Developer** (2024): Google
 - **Data Analytics** (2023): ASEAN Foundation
 - **DeepLearning.AI TensorFlow Developer** (2023): DeepLearning.AI - CZ3QQ3MM3V64
 - **TensorFlow: Data and Deployment** (2023): DeepLearning.AI - RWWCJV8M683H
 - **Machine Learning** (2023): DeepLearning.AI - RC9BAH7W2LFM
 - **Mathematics for Machine Learning** (2023): DeepLearning.AI- EY724G87R7MY
 - **Azure AI Fundamentals** (2023): Microsoft- 996021253
 - **Azure Data Fundamentals** (2023): Microsoft- I806-4494
 - **Machine Learning for Trading** (2023): New York Institute of Finance- D83PEPM7L93R
 - **MLOps | Machine Learning Operations** (2023): Duke University- T2TJWN9DEWPR
 - **AI Engineering** (2023): IBM- PWID-Bo541200
 - **Google Cloud Skill** (2024): Google
 - **Hard Skills:** Financial Analysis - R - SQL - Python - Machine Learning - Tensorflow - Data Analytics - Data Visualization
 - **Soft Skills:** Leadership - Communication - Critical - Adaptability - Teamwork - Problem Solving - Presentation.