

ALEXANDER JOSEPH RIADI

<https://www.linkedin.com/in/alex-joseph-riadi/>
<https://github.com/Alex-Riadi/Projects>

EDUCATION

BACHELOR OF SCIENCE IN MATHEMATICS – Udayana University – Bali
GPA: 3.81

February 2024

UNDREGRADUATE DISSERTATION:

CAUSALITIES OF **MOTIVATION**, **SELF-RELATED BELIEFS**, AND **STUDENT ENGAGEMENT** TOWARDS HIGH SCHOOL STUDENT'S ACHIEVEMENT

- Performed **cluster sampling** across high school students in Denpasar and collected **699 samples**
- Devised a sampling instrument to collect **indicator score** for **latent factors**
- Performed **Structural Equation Modeling** using **SPSS** to find causalities of latent factors and determined its relationship toward high school students' achievement (direct & indirect)

SKILLS

Python	SQL	Power BI	Excel
Libraries: pandas, matplotlib, NumPy, seaborn, sklearn, SciPy	Software: SQL Server Management Studio 19	Tools: DAX, API, Power Query	Tools: Pivot Table, Pivot Chart, VLOOKUP, HLOOKUP

PROJECTS

IFOOD CUSTOMER SEGMENTATION

- Utilized **SQL** to perform data cleaning by removing **duplicates** using **PARTITION BY**
- Utilized **SQL** to extract data from databases using **JOIN** and **VIEW**
- Performed **exploratory data analysis** in **Python** using **Pandas** and **Seaborn** to uncover relationships, trends, and patterns
- Standardize data by using **sklearn** for preprocessing before model training
- Applied **Principal Component Analysis** to aid in clusters visualization
- Performed **K-mean clustering**, defined clusters within customer and provide marketing strategy for each cluster
- Created a dashboard with **Tableau** to help visualize customer traits within clusters

A/B TESTING PLAYERS RETENTION (MOBILE APP)

- Performed **exploratory data analysis** using **Pandas** and **Seaborn** to uncover trends and insights
- Performed data cleaning in **Python** by detecting and removing **outliers**
- Utilized **SciPy** to perform **assumptions test**
- Conducted **A/B test** and provide insights for marketing team to increase players retention

E-COMMERCE CUSTOMER'S SPENDING PREDICTION (MULTIPLE LINEAR REGRESSION)

- Performed **exploratory data analysis** using **Pandas** and **Seaborn** to uncover trends and insights
- Applied **Label Encoder** from **sklearn** to depicts heatmap for **correlation**, thus provide insights for **feature selection**
- Applied **sklearn** for **train & test split** for preprocessing
- Applied **multiple linear regression** to produce a final model with an **98% accuracy**
- Created a dashboard with **Tableau** to help visualize different factors that affected sales

BREAST CANCER CLASSIFICATION (LOGISTIC REGRESSION)

- Performed data cleaning in **Python** by removing null values and dropping unused column
- Applied **Label Encoder** from **sklearn** to depicts heatmap for **correlation**, thus provide insights for **feature selection**
- Standardize data** and performed **train & test split** to ensure data validity before model training
- Utilized **logistic regression** to train and create model to classify patient's cancer up to **98% accuracy**

WORK EXPERIENCE

BUSINESS DEVELOPMENT OFFICER – PT. IDStar Cipta Teknologi – Bali, Denpasar

February 2021 - March 2022

- Successfully negotiated contracts and closed deals with clients and extended existing client contracts. Increasing the company's annual profit by 5%.
- Organized webinar events and secured 300 new business email contacts to expand customer database
- Assisted sales team in meetings with client by preparing proof of concept
- Drafted comprehensive weekly and monthly reports on sales and pipeline.
- Devised marketing and social media strategy to assist marketing team to raise company attraction.

INTERN – Badan Pusat Statistik – Bali, Denpasar

January 2020 - February 2020

- Inputted key metrics on spreadsheets to maintain updated information.
- Executed administrative tasks to optimize workflow.

PRIVATE MATH TUTOR – Bali, Denpasar

November 2017 - December 2021

- Taught in-depth mathematical processes to equip students with more knowledge of arithmetic, algebra, calculus and etc. Ranging from elementary to university level.
- Tested student's math knowledge regularly, validating student's knowledge.