Shidqi Zakivarian Hanifarchie

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LinkedIn I **Portfolio** I Malang (Able to Relocate)

About Me

I am a detail-oriented data analyst passionate about developing machine learning to drive business success. My interest in data analytics grew significantly during my university years, where I tackled a challenging final project that involved enhancing a sentiment detection model's performance by 3% through the integration of advanced machine learning algorithms. To deepen my expertise, I joined a data analytics course, where I became proficient in Python, SQL, Spreadsheets, and Tableau. In addition to my technical skills, colleagues often compliment my strong work ethic and collaborative spirit, developed through rigorous organizational experience. With a blend of my analytical abilities and collaboration skills, I am poised to deliver valuable data-driven insights that support the achievement of business objectives. I believe my unique perspective and abilities can make a significant positive contribution to your team.

Education

Universitas Negeri Malang   September, 2020 – July, 2024
Bachelor of Industrial Engineering - GPA: 3.67/4.00
Thesis: Comparative Analysis Between Information Gain and Particle Swarm Optimization in the Support Vector Machine Algorithm for Sentiment Analysis of the Tokopedia Application

RevoU   May, 2024 – September, 2024
Full-Stack Data Analytics - Score: 98/100
I gained foundational knowledge of business understanding, which is essential for framing problems and guiding the work of a data analyst. I also developed key technical skills by learning to use Spreadsheets, SQL, Python, and Tableau, all of which are important tools for data analyst

Project Experiences

Customer Churn Rate Analysis Project, Revou   July, 2024 – September, 2024
- Conducted an exploratory data analysis on customer churn data from Europe Bank and discovered that the bank's overall churn rate is 20%, enabling the bank to focus its retention strategies more effectively.
- Applied customer segmentation method which increased the bank's ability to target at-risk customers efficiently.
- Developed a dashboard that visualized customer churn data, providing stakeholders with clear visualizations of churn rates and segmentation insights, allowing them to monitor churn trends more easily.

Sales Analysis and Customer Segmentation Project, Revou   July, 2024 – September, 2024
- Conducted data cleaning to ensure that the data used was accurate, consistent, and made the dataset more manageable for further analysis, thereby allowing for more focused and targeted analysis.
- Performed Exploratory Data Analysis (EDA) to analyze the effectiveness of promotional communications, and sales proportions, which provided in-depth insights into customer behavior that could enhance the understanding of the effectiveness of marketing campaigns.
- Applied customer segmentation method to identify three customer groups, which resulted in clear segmentation and allowed the team to formulate recommendations that could potentially improve customer retention and satisfaction.

Text Mining Project, Universitas Negeri Malang   January, 2024 – July, 2024
- Developed a machine learning model to detect sentiment from text by analyzing various algorithms, identifying Support Vector Machine (SVM) as the most effective model, achieving an initial accuracy of 81%, contributing to more accurate text classification for tasks like social media sentiment analysis.
- Enhanced SVM classification model's performance by successfully increasing its accuracy by 3% using the Information Gain algorithm, raising it to 84%, which provided more precise insights for better decision-making.

Working Experiences

Intern as Production Operator, PT Samator Indo Gas Tbk   May, 2023 – August, 2023
- Monitored production through systems and conducted direct inspections on machines, as well as performing routine maintenance within specified timeframes, resulting in reduced disruptions and increased production capacity.

- Calculated and analyzed production process effectiveness using Overall Equipment Effectiveness (OEE) for each company product, ensuring results met international OEE standards and providing improvement recommendations to the relevant team.

Organization Experiences

Administrator, Himpunan Mahasiswa Teknik Mesin dan Industri   2021 – 2022
- Developed an arts event for students, ensuring the concept was well-executed, which helped students better discover and develop their artistic talents.
- Coordinated with stakeholders to gather valuable insights, providing both personal learning and critical data for the organization.

Additional Information

Technical Skills: Python, Tableau, Spreadsheets, SQL
Soft Skills: Problem solving, Critical thinking, Collaboration

Certification: 1. Certificate of Full Stack Data Analytics Program, RevoU ([Link](#))   September 2024
                     2. Certificate of Paper Presentation, ICon-TINE 2024 ([Link](#))   October 2024