RIKA ELISABETH
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SUMMARY

Data-Driven Geomatics Engineering Graduate skilled in leveraging data for informed decision-making. Proficient in SQL, Python, and data visualization tools. Experienced in transforming and analyzing complex datasets to extract valuable insights. Seeking a Data Analyst role to utilize analytical skills and technical expertise to drive organizational success.

PROFESSIONAL EXPERIENCE

Project-Based Internship Digital Marketing Specialist   *July 2024*
Erajaya, Retail – Internship
- Enhanced brand visibility and user engagement online, contributing to higher user interaction.
- Developed and executed content strategies aligned with brand goals, leading to increased web traffic.
- Optimized digital marketing campaigns using data-driven insights, improving campaign effectiveness.

Project-Based Internship Data Engineer   *February 2024*
ID/X Partners, Financial Technology - Internship
- Designed and implemented ETL processes using Talend, streamlining data processing.
- Performed complex SQL operations to ensure data accuracy and performance, enhancing overall data management efficiency.
- Contributed to optimizing data warehouse infrastructure, improving query performance.

Project-Based Internship Big Data Analytics   *January 2024*
PT. Kimia Farma, TBK - Intership
- Developed and presented a Data Sales Report Dashboard using Google Data Studio, facilitating better decision-making for stakeholders.
- Designed data marts and executed ETL processes, improving data reporting and accessibility.
- Provided valuable data insights that supported data-driven business decisions.

Pusat Riset Dan Inovasi Sains Informasi Geospasial (Purino Sig),
Sumatera Insititute Of Technology   *South Lampung, Lampung*
Research Intership   *June 2020 – November 2020*
- Applied the Stumpf method for coastal mapping, significantly improving the accuracy of environmental research. Analyzed satellite imagery for shallow sea depth regression, gaining detailed insights and supporting enhanced coastal mapping efforts.

EDUCATION

Sumatera Insititute Of Technology   *South Lampung, Lampung*
Bachelor Of Engineer, Major in Geomatics Engineering   *August 2017 – October 2021*

- *Thesis: Development Concept of Coastal and Sea Area of Lampung Province in Sustainable Development Goals (SDGs) Perspective 14 "Life Below Water." Conducted quantitative analysis and applied advanced mapping techniques to support sustainable coastal development.*
- *Member Quality Management Staff*   *March 2019 – April 2020*
  - Spearheaded the development of innovative solutions, resulting in increased stakeholder confidence and growth in demand for association products and services.

Rakamin Academy (Courses/Bootcamp)   *South Lampung, Lampung*
Data Science   *December 2023 – Present*

- Completed an intensive Data Science course with a focus on Statistics, SQL, Python, Exploratory Data Analysis, Data Processing, Machine Learning, and Data Visualization.Gained hands-on experience in using Google Data Studio and Python to create insightful visualizations and develop data-driven solutions.Demonstrated exceptional proficiency in data science methodologies, culminating in a graduation with excellent grades.

PROJECTS

Analyzing eCommerce Business Performance with SQL
Rakamin Academy,   *June 24, 2024 – June 30, 2024*

- Analyzed ecommerce business performance using SQL, generated insights and reports, and provided actionable business recommendations.

Investigate Hotel Business Using Data Visualization
Rakamin Academy,   *July 1, 2024 – July 7, 2024*

- Conducted investigations into the hotel business sector using data visualization tools in Python, developed visualizations to uncover insights and trends.

Predict Customer Personality to Boost Marketing Campaign by Using Machine Learning
Rakamin Academy,   *July 8, 2024 – July 14, 2024*

- Used machine learning techniques to predict customer personality traits and enhance marketing campaign effectiveness.

Predict Customer Clicked Ads Classification by Using Machine Learning
Rakamin Academy,   *July 15, 2024 – July 21, 2024*

- Utilized machine learning algorithms to classify customer interactions with ads. Employed Python for data visualization to present findings and interpreted the impact of predictions on marketing strategies.

Improving Employee Retention by Predicting Employee Attrition Using Machine Learning
Rakamin Academy,   *July 22, 2024 – July 28, 2024*

- Developed machine learning models to predict employee attrition. Preprocessed data using Python, implemented interpretable AI methods, and provided actionable insights to enhance employee retention strategies.

Developer   *South Lampung, Lampung*
Sumatera Institute Of Technology,   *February 2020*

- Reviewed GPS receivers to ensure suitability for diverse environments, optimizing solutions and improving system performance.
- Conducted systematic observations to analyze meteorological conditions, yielding quantitative results for comprehensive analysis.

Developer ,   *South Lampung, Lampung*
Badan Pertanahan Nasional,   *September 2019*

- Digitized parcel maps for Bandar Lampung, systematically updating and enhancing land ownership information, resulting in accurate and quantifiable improvements to the maps.

SKILLSET

- Data Analysis & Machine Learning: Proficient in SQL and Python for data preprocessing, modeling, and evaluation.
- Data Visualization: Experienced in creating interactive dashboards and visualizations using tools like Google Data Studio and Python.
- Analytical Thinking & Problem-Solving: Identified business opportunities, optimized processes, and improved outcomes through data-driven insights.
- ETL Processes & SQL Operations: Skilled in designing and implementing ETL processes with Talend and conducting SQL operations.
- Digital Marketing & Engagement: Enhanced online presence and engagement, created compelling content, and implemented data-driven marketing strategies.

ADDITIONAL INFORMATION

Certifications and Courses

- Geospatial Analysis: Proficient in ArcGIS and ENVI for coastal and environmental mapping.
- Data Analysis & Visualization: Experienced with SQL, Python, Google Data Studio, and Excel.
- ETL Processes: Skilled in using Talend for designing and implementing ETL processes.
- Digital Marketing: Knowledgeable in WordPress Builder and Canva for creating and managing digital marketing content.
- Software & Tools: Microsoft Office, Outlook, Access, SQL Server.

Technical Skills

- Geospatial Analysis: Proficient in ArcGIS and ENVI for coastal and environmental mapping.
- Data Analysis & Visualization: Experienced with SQL, Python, Google Data Studio, and Excel.
- ETL Processes: Skilled in using Talend for designing and implementing ETL processes.
- Digital Marketing: Knowledgeable in WordPress Builder and Canva for creating and managing digital marketing content.
- Software & Tools: Microsoft Office, Outlook, Access, SQL Server.

LANGUAGE

- English – *Professional Working Profeciency*