

ADELIA SEKARSARI

Data Science

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SUMMARY

Highly skilled Data Scientist with over two years of experience in data analysis, geospatial modeling, and machine learning. Demonstrates strong expertise in conducting exploratory data analysis (EDA), developing predictive models, and leveraging advanced statistical techniques to drive business insights and strategic decisions. Proven track record of collaborating with cross-functional teams to deploy scalable solutions through REST APIs and delivering impactful projects in the fields of geodynamics, geospatial analysis, and natural language processing (NLP). Holds a Bachelor of Engineering in Geodetic Engineering from Universitas Gadjah Mada, with a GPA of 3.73, and recognized for contributions to innovative projects in tourism route optimization and earthquake fault analysis. Certified in AWS Cloud Developing and DevNet Associate by Cisco, with additional proficiency in Python, SQL, Tableau, and various machine learning frameworks.

PROFESSIONAL EXPERIENCE

Data Science and Analytics

Bhumi Varta Technology

April 2022 – Present

- **Exploratory Data Analysis (EDA):** Conducted in-depth EDA to uncover business insights through advanced statistical analysis and correlation techniques
- **Geospatial Revenue Prediction:** Designed a comprehensive business expansion model for predicting revenue across Indonesia using geospatial methods. Integrated the gravity model to analyze cannibalism and competitor impact, leveraging training data from 1089 outlets.
- **Spatial Clustering and Classification:** Executed spatial clustering of outlets and utilized supervised classification models to predict target regions, effectively addressing the strategic needs of F&B clients.
- **REST API Deployment:** Collaborated seamlessly with the software engineering team to deploy models as REST APIs, ensuring scalable and efficient service delivery.
- **NLP for POI Name Matching:** Applied natural language processing (NLP) techniques and fuzzy algorithms for precise POI name matching, providing valuable solutions for banking clients.
- **Project and Initiative Involvement:** Contributed to the development of models, EDA, and algorithm building across 4 key projects, 5 proof-of-concept (POC) initiatives, and 20 pre-sales collaborations. Worked closely with development, product, and data engineering teams to drive success.

WebGIS Developer Intern

BMKG

Jan 2021 - Feb 2021

- **Innovative Web GIS Platform:** Developed a cutting-edge web GIS platform for real-time earthquake data and geological structure analysis in Java Island. Utilizing strain parameters and the Okada formula, identified and documented 3 new geological faults, enhancing our understanding of seismic activity in the region.

GIS Developer Intern

SuperMap GIS

Oct 2020 - Nov 2020

- **Tourism Route Optimization:** Conceptualized and optimized tourism routes using advanced network analysis techniques. Conducted comprehensive topology checks to ensure route efficiency and accuracy.
- **Interactive Data Visualization:** Designed and developed interactive dashboards using iDesktop and iPortal Supermap. This internship project gained recognition and was featured in "The 19th Supermap GIS Contest Application Analysis Category."

EDUCATION

Universitas Gadjah Mada (UGM)

Bachelor of Engineering, Geodetic Engineering

Aug 2017 – July 2021

Successfully completed my academic journey in three years and ten months, achieving a commendable GPA of 3.73. Actively engaged in various student activities, demonstrating a commitment to holistic development. Notably served as an assistant lecturer for one semester, specializing in the Transformation Coordinate System. Complemented academic pursuits with internships at esteemed companies, gaining practical knowledge and industry exposure. Showcased academic prowess by participating in competitive events, collaborating on projects with esteemed lecturers, and sharing insights as an internal webinar speaker in the dynamic field of geodynamics.

HONORS & AWARDS

The 19th Supermap GIS Contest Application Analysis Category - SuperMap GIS

Feb 2022

- Runner up of Supermap GIS Contest Application. The project was about tourism route optimization using Transjogja.

LOKAVISTA 2020 (Lomba Karya Visual Peta) - Humanitarian OpenStreetMap Team

Nov 2020

- 3rd winner of LOKAVISTA 2020 category Desktop. The project was about mapping visualization flood risk in Semarang using overlay and weight scoring parameters. The competition was organized by Humanitarian OpenStreetMap Team (HOT) Indonesia.

CERTIFICATION

1. AWS Cloud Developing (June, 2024)
2. DevNet Associate by Cisco (February, 2024)
3. Woman In Tech (Python Programming) by Kominfo (June, 2023)
4. Data Science with Python by Simplilearn (May, 2023)
5. Data Science : Business Intelligence by Rakami Academy(February, 2023)
6. Data Science : Machine Learning Specialization by Rakamin Academy (December, 2022)

ADDITIONAL

Technical Skills : Phyton, RESTAPI, NLP, Tensorflow, Keras, ANN, SQL, Tableau, MATLAB, HTML, Statistic, Data Management, Data Visualization,

Language : Fluent in Bahasa, Conversational Proficiency in English