

ADELIA SEKARSARI

Data Analyst

adeliasekarsari.as@gmail.com | [linkedin.com/in/adeliasekarsari](https://www.linkedin.com/in/adeliasekarsari) | +6282374233600 |
Tangerang, Indonesia

SUMMARY

I am a graduate engineer from Gadjah Mada University with a strong foundation in statistics and transformations acquired during my academic tenure. Over the past one and a half years, I have applied this knowledge as a dedicated data analyst. My expertise spans various domains, including telecommunications range analysis, retail analytics, model development and deployment, testing methodologies, and the creation of interactive visualizations using tools such as Plotly, Streamlit, and Tableau. In pursuit of advancing my skills, I dedicated four months to intensive training as a data scientist at Rakamin Academy. This experience significantly expanded my understanding of machine learning techniques and their practical applications in real-world scenarios

PROFESSIONAL EXPERIENCE

Data Analyst

Bhumi Varta Technology

Jun 2022 - Present

- Conducted comprehensive data analysis, query and manipulate large data sets using SQL and Python; identify sales underperformance and provide recommendations in the form of the **Traveling salesman problem (TSP)** method, **optimize sales performance by 17%** and provide an increase in **recommendations for new store sales by 230.6%** from previous data.
- Utilizing mobile data to analyse the potential customer based on existing or new location store client data and combined the analysis with cannibalism analysis to get more detail potential customer.
- Collect, analyse and interpret data from various sources in business, including internal data and/or external data for **analyse customer recommendation** based on index scoring. **Provide 324 POI new customer** recommendation to increase client market performance.
- Research and create an algorithm using network and fire risk data to identify areas for improvement, optimization, and **potential risks for insurance analysis** in 3 big cities of Indonesia to optimize the range of fire stations to fire locations for disaster mitigation and reduce losses due to risk.
- Collaborate with the development team to implement business insights with deliverable with **interactive visualization in dashboard** results.
- Interpret and analyse **potential business** areas in 3 major projects based on thematic data. **Collaborate** with the data engineering team **to build the Rest API**.

Geospatial Analyst

Bhumi Varta Technology

Apr 2022 - Jun 2022

- Conceptualized and build an algorithm for business insight, collaborated with the Sales and data scientist team to get business perspectives.
- Algorithms created for Retail analysis, white space analysis, and insurance risk analysis with interactive visualization result and provided report to stakeholders and team members.

WebGIS Developer Intern

BMKG

Jan 2021 - Feb 2021

- Created a web GIS platform with fault analysis in java island to conduct earthquake real-time data and geology structure. We obtain 3 new faults based on strain parameters and the okada formula.

GIS Developer Intern

SuperMap GIS

Oct 2020 - Nov 2020

- Conceptualized the tourism route using network analysis and do comprehensive topology checker for network analysis.
- Create visualization with dashboard using the iDesktop and iPortal Supermap. This Internship project is raised in "The 19th Supermap GIS Contest Application Analysis Category"

Researcher Project

Badan Informasi Geospasial (BIG)

Aug 2020 - Oct 2020

- Generate 34 strain fault parameters for the 'IGT Integrated Deformation Project' to gain risk location from fault activity.
- Provided location and parameters of active faults as well as the visualization of the strain and boundary values of the fault risk which are used for disaster mitigation to stakeholder.

EDUCATION

Universitas Gadjah Mada (UGM)

Bachelor of Engineering, Geodetic Engineering

Aug 2017 – July 2021

I successfully completed my academic journey spanning three years and ten months, achieving a commendable Grade Point Average (GPA) of 3.73. Throughout my educational tenure, I actively engaged in various student activities, demonstrating my commitment to holistic development. Notably, I served as an assistant lecturer for one semester, specializing in Transformation Coordinate System. Complementing my academic pursuits, I undertook internships at esteemed companies, contributing to my practical knowledge and industry exposure. Additionally, I showcased my 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.

ADDITIONAL

Technical Skills : Python (Programming Language), SQL, Tableau, MATLAB, HTML, Statistic, Data Management, Data Visualization.

Language : Fluent in Bahasa, Conversational Proficiency in English

Certification and Training : Data Science (Machine Learning Specialization), Business Intelligence