

# ADELIA SEKARSARI

## Data Scientist

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### PROFESSIONAL SUMMARY

Innovative Data Scientist with over 2 years of experience in predictive modeling, machine learning deployment, and geospatial analysis. A proven track record of delivering business-impacting solutions, including revenue forecasting, route optimization, and customer analytics. Proficient in building scalable data pipelines, REST APIs, and AutoML frameworks using Python and Azure Machine Learning. Skilled in creating interactive dashboards with Tableau and Streamlit, enabling data-driven decision-making. Recognized for integrating geospatial expertise with advanced analytics to solve complex business challenges and drive measurable growth.

### PROFESSIONAL EXPERIENCE

#### Data Scientist

Bhumi Varta Technology

August 2024 – Present

- Built a revenue prediction model utilizing time series data from 1,089 business locations to forecast revenues and support business expansion strategies across Indonesia.
- Developed an advanced POI Matching analysis leveraging Natural Language Processing (NLP) techniques, achieving an exceptional accuracy of 92.1%.
- Designed and implemented REST APIs and pipelines for consuming machine learning models, including single and multi-model integration, using Azure Machine Learning.
- Developed an AutoML framework for regression and classification models, streamlining workflows for the Data Analytics team and delivering visual insights via Streamlit.
- Built Azure Functions to deliver analytics responses, ensuring seamless integration and scalability for real-time data insights.
- Analyzed business opportunities, collaborating with cross-functional teams to implement findings in three major projects.

#### Data Analyst

Bhumi Varta Technology

April 2022 – July 2024

- Successfully delivered 2 impactful projects, spearheaded 6 innovative proof-of-concepts (POCs), and conducted 5 comprehensive solution analyses, driving strategic outcomes and business growth.
- Conducted comprehensive data analysis and manipulated large datasets using SQL and Python, identifying sales underperformance and applying the Traveling Salesman Problem (TSP) method to optimize sales routes, increasing sales performance by 17%.
- Led exploratory data analysis, algorithm development, and model creation across 4 projects, 5 proof-of-concept (POC) initiatives, and 20 pre-sales collaborations, working closely with development, product, and data engineering teams.
- Analyzed mobile data for potential customer identification, integrating cannibalism analysis and routing optimization to improve customer targeting and sales analysis based on Telco data.
- Delivered actionable business insights through interactive visualization dashboards, collaborating with the development team to enhance strategic decision-making.

#### WebGIS Developer Intern

BMKG

Jan 2021 - Feb 2021

- Designed a Web GIS platform to analyze earthquake data and geological structures in Java using fault analysis and strain parameters, identifying three new faults with 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"

## EDUCATION

Universitas Gadjah Mada (UGM)

Bachelor of Engineering, Geodetic Engineering

Aug 2017 – July 2021

- GPA: 3.73 (3 years, 10 months)
- Assistant lecturer for Coordinate System Transformation.
- Participated in academic competitions, industry internships, and internal webinars on 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 : Phyton (Programming Language), SQL, Cloud Computing, Tableau, MATLAB, HTML, Statistic, Data Management, Data Visualization, RESTAPI

Language : Fluent in Bahasa, Conversational Proficiency in English

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