PROFILE

A agroindustrialist with a strong foundation in data analytics, seeking to leverage analytical skills and insights into a Data Analyst role. I have cultivated expertise through rigorous training programs, including Google Analytics and Tripleten Indonesia. My skills encompass Python, R, Spreadsheets, SQL, and Tableau, enabling me to effectively analyze data, derive insights, and build comprehensive dashboards. I am experienced in performing key data analyst functions such as Exploratory Data Analysis, User Segmentation, A/B Testing, Predictive Modeling, Funnel Analysis, and Customer Lifetime Value Analysis.

CERTIFICATIONS

Data Analyst Certification, Tripleten Indonesia (September 2023 – April 2024)
- Completed 13 project, mastering data analysis tools like Python, SQL, and Tableau.
- Developed expertise in tasks including exploratory analysis, user segmentation, A/B testing, machine learning (classification and regression), funnel analysis, and customer lifetime value analysis.

Google Analytics Certification (October 2023 - October 2023)
- Complete the course using google analytics.

PROFESSIONAL EXPERIENCE

Freelance Data Analyst (April 2024 – Present)
- Analyze company data to find problems and what causes the problems and how to solve the problems
- Optimizing company spending costs. by clustering which costs are fixed and which are not fixed

Freelance Software Developer (December 2019 – Present)
- Transforming manual company data into digital data to be available in real-time and transparency
- Creating a digital automation system for labor control, warehousing, finance, and quality control processes

EDUCATION

Bachelor of Agricultural Industrial Technology, Universitas Brawijaya (September 2003 - September 2008)
- Graduated with a 3.66 GPA, with thesis title: Application of Backpropagation Artificial Neural Network for Forecasting Agro-Industry Stock Prices on the Jakarta Stock Exchange.
- Best graduate award 2008.

PROJECTS

Build an Android Application for Factory Employees and Machines
- Digitize employee performance by categorizing work effectiveness and labeling roles as permanent or incidental based on data. This will support human resource cost efficiency.
- Digitize machine performance, predicting repair or replacement needs without disrupting production and providing solutions to maintain operational efficiency. This will support machine maintenance cost efficiency.
- Skills : Kotlin, Firebase, Google Maps API, REST API, Node.js/Laravel, MySQL/PostgreSQL, Embedded Systems/IoT, Google Cloud IoT Core, Data Visualization Tools

Building Monetization Model on a Free Mobile Game Application
- Determining a varied monetization model for the number of ads displayed on the screen based on the type of objects to be built and the promotion costs in the mobile game "Space Brothers".
- Skills: Python (Pandas, Numpy, SciPy, Scikit-Learn, Matplotlib, Seaborn, Plotly), Supervised Learning, Clustering, Exploratory Data Analysis, Problem solving, Levene's test, t-test, Kruskal-Wallis test, Mann-Whitney U test , Linear regression , Chi-Square Test, ANOVA test .

Identifying Ineffective Operators in Telecommunication Companies
- Developing a new feature that will provide information to supervisors regarding which operators are the least effective on the virtual telephone service "CallMeMaybe".
- Skills: Python (Pandas, Numpy, SciPy, Scikit-Learn, Matplotlib, Seaborn, Plotly), Supervised Learning, Unsupervised Learning, Clustering, Exploratory Data Analysis, Tableau

Customer Churn Classification and Segmentation for a Gym
- Conducted data analysis to identify churn predictors and built a classification model for monthly churn probabilities. Utilized clustering techniques (dendrograms, K-means) to segment users by churn risk.
- Skills: Python (Pandas, Numpy, SciPy, Scikit-Learn, Matplotlib, Seaborn, Plotly), Supervised Learning, Clustering, Exploratory Data Analysis.

Investor Interest Analysis for an F&B Startup
- Conducted an analysis of dining establishments in Los Angeles to identify the most profitable type of business, the optimal number of seats, and the most strategic locations. Prepared a presentation for investors about a robotic cafe concept.
- Skills: Python (Pandas, Numpy, SciPy, Matplotlib, Seaborn, Plotly), Business Analytics.

Conversion Rate A/B Testing for an Online Store
- Performed A/B testing to evaluate the impact of product recommendation features on conversion rates and average purchase size, resulting in a notable 13% increase in conversions.
- Skills: Python (Pandas, NumPy, SciPy, Matplotlib, Seaborn), A/B Testing, Z-test.

Y. Afisha company business analysis
- Completed an internship in the analytics department of Y.Afisha Company. Tasked with optimizing the marketing budget by analyzing profit margin metrics alongside customer lifetime value, customer acquisition cost, and ROI.
- Skills: Python (Pandas, NumPy, Matplotlib, Seaborn), Business Analytics.