

# GIANI KURNIAWAN

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## OBJECTIVE

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Passionate and results-driven Data Analyst with extensive experience in analytics, data reporting, and user acquisition strategies. Eager to contribute technical expertise and advanced data analysis skills to MobilityWare's growth by enhancing marketing data infrastructure and providing data-driven recommendations to optimize user acquisition strategies across mobile gaming platforms.

## EDUCATION

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### University of California, Berkeley

#### Bachelor of Arts, Data Science | Berkeley, CA

Relevant Coursework: Principles and Techniques of Data Science, Probability for Data Science, Machine Learning, Regression, Decision Trees, Cross-Validation, AI Fundamentals

## TECHNICAL SKILLS

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**Programming & Tools:** Python (pandas, numpy, scikit-learn, statsmodels, matplotlib), SQL, Tableau, R, Excel (Advanced), Visual Basic, Git

**Marketing & Analytics Tools:** Appsflyer, Sensor Tower, Google Analytics, A/B Testing, Google Looker, Google Apps Script

**Statistical & Analytical Techniques:** Regression, Decision Trees, ANOVA, Statistical Inference, Data Visualization, A/B Testing, Data QA

**Systems:** Linux, AWS, Tableau, JIRA, Agile Methodologies, UNIX

## PROFESSIONAL EXPERIENCE

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### Analyst - Global Key Advisors

July 2022 - Present

- Managed and maintained a robust database system for tracking market trends and financial performance, optimizing data integration for over 600 clients.
- Led a team of junior analysts and collaborated cross-functionally to deliver data-driven insights and strategies, increasing efficiency by 40%.
- Conducted in-depth statistical analyses of marketing campaigns and user behavior for high-profile clients in the cleantech industry.
- Developed and optimized ETL processes, ensuring data consistency for internal and external stakeholders.
- Created interactive dashboards and reports using Tableau to visualize marketing and financial performance metrics for senior leadership.
- Worked closely with marketing teams to provide data support on user acquisition (UA) performance, creating actionable insights to enhance campaign results.
- Automated data collection and analysis workflows, using Python to parse over 800,000 JSON files and extract critical insights for business decisions.

### Data Analyst Intern - Renaissance Entrepreneurship Center

Sept 2021 – May 2022

- Forecasted stock prices using time series analysis with ARIMA, achieving 99.51% accuracy.

- Analyzed user acquisition (UA) strategies for mobile apps, optimizing advertising spend based on performance metrics.
- Designed and implemented a dashboard using Tableau to provide actionable insights for various marketing teams.
- Collaborated on data-driven strategies to improve app visibility and user acquisition for new mobile product launches.
- Applied clustering algorithms to analyze and optimize the placement of electric vehicle charging stations, improving the efficiency of data-driven decision-making.

## RELEVANT PROJECTS

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### Bot Development

- Built a Discord bot using Python and Discord.py that interacts with users by sending motivational quotes based on sentiment analysis of chat messages.

### Stock Market Analytics

- Analyzed stock market trends using Python, SQL, and Tableau, creating visualizations that guided investment strategies and decision-making for clients.

### Micro Equity Assessment *(Course: Applied Data Science)*

- Developed a program to assess microfinance loan applicants, utilizing Python for data analysis and Anvil for developing a loan interest calculator.

### Portfolio Website

- Designed and deployed a professional portfolio website using HTML, CSS, and JavaScript, showcasing data science projects and analyses.

## LICENSES & CERTIFICATIONS

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### ● SIE – FINRA

Topics Covered: Capital Markets, Trading Risks, Customer Accounts, Regulatory Frameworks

### ● Member, Phi Theta Kappa, International Honor Society

## EXTRACURRICULAR ACTIVITIES

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### Senator, Student Government (ASOC) – Ohlone College

*July 2019 – May 2020*

- Represented student concerns and enhanced academic life through active participation in shared governance committees.

### Engagement Ambassador – UC Berkeley

*Oct 2021 - May 2022*

- Engaged donors and stakeholders, facilitating communication and sharing key institutional updates, contributing to a 15% increase in donations.

## LEADERSHIP & COMMUNITY

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### Treasurer/Secretary, Dot Slash Club – Ohlone College

*May 2019 – May 2020*

- Managed club finances and communication efforts, fostering relationships with future employers to create opportunities for computer science students.