Muhammad Alden Arianda

+62 823 1128 4511 | aldenarianda7@gmail.com | linkedin.com/in/aldenarianda | github.com/aldenarianda

Profile

A curious and highly analytical 5th-semester Computer Science student specializing in data analysis. My expertise covers the full data lifecycle, from querying databases with SQL and performing meticulous data wrangling in Python, to creating insightful and interactive dashboards with Tableau. I excel at data storytelling, translating complex findings into clear narratives and actionable recommendations that drive strategic business decisions. A collaborative problem-solver, my background in machine learning and full-stack development provides the technical depth to tackle a wide range of challenges.

Education

Binus University | GPA: 3.52/4.00   Jakarta, Indonesia
Undergraduate of Science in Computer Science   August 2023 – Present

Experience

Software Engineer Intern   July 2025 – August 2025
PT LRT Jakarta   Jakarta, Indonesia

- Spearheaded the complete redesign and development of the company profile website, utilizing React and Tailwind CSS to deliver a modern, fully responsive, and visually engaging user experience.
- Implemented dynamic UI components and subtle animations, significantly enhancing user engagement and modernizing the company's digital brand identity.
- Utilized SQLite for efficient content management, ensuring minimal page loading times and creating a lightweight, easy-to-maintain solution for the company.

Projects

Video Streaming Web Application | *.NET, C#, ASP.NET Core, SQL Server*   April 2025 – July 2025

- Developed a full-stack video streaming web application using ASP.NET Core, designing both the user-facing components and the backend server logic.
- Engineered the core functionalities for an admin panel, enabling content management features for adding, updating, and deleting video titles from the library.
- Implemented the backend framework for a user panel, including data models for user profiles, authentication logic, and subscription management.
- Designed the SQL Server database schema from scratch using Entity Framework to efficiently manage all platform data and relationships.

Corporate Strategy and Performance Analysis | *Python, Tableau*   April 2025 – June 2025

- Executed a comprehensive analysis of a public Kaggle dataset, beginning with meticulous data wrangling and exploratory data analysis (EDA).
- Developed an interactive dashboard in Tableau to visualize key performance indicators (KPIs) and present initial findings on customer behavior and sales trends.
- Translated complex datasets into actionable insights by creating compelling data visualizations that highlighted previously unseen patterns in customer behavior.
- Synthesized the analysis into a clear narrative, providing strategic recommendations and data-driven stories to stakeholders based on the dashboard findings.

Strategic Business Analysis of the Netflix User Base | *Python, Tableau*   November 2024 – December 2024

- Managed the full analysis lifecycle of a Netflix user dataset, from initial data wrangling to uncovering key patterns that would drive strategic recommendations.
- Crafted an interactive Tableau dashboard to serve as a decision support tool, translating complex user data into an accessible format for stakeholders.
- Analyzed user data to pinpoint key drivers of revenue and user segmentation, uncovering actionable opportunities for subscriber growth and retention.
- Presented actionable recommendations with the potential to significantly improve user retention and drive revenue growth through targeted offerings.

Activities

Vice Chairperson of Logistics Division, Bagi Dunia (NGO) | Jakarta, Indonesia   October 2025 – Present
- Coordinated procurement planning and vendor relations to ensure the timely availability of essential event materials.
- Supported the division head in overseeing logistics operations and maintaining quality standards across all activities.
- Assisted in budgeting and inventory management to optimize resource utilization and minimize unnecessary expenses.

Freshmen Leader, Binus University | Jakarta, Indonesia   July 2025 – September 2025
- Facilitated the integration of 60+ new students into the Binus University community during the official Welcoming Week.
- Organized and executed a week-long orientation program, including campus tours, team-building sessions, and academic briefings to ensure a smooth onboarding experience.
- Served as a key resource for freshmen, providing guidance on academic strategies, campus resources, and university adaptation.

Activist, Bina Nusantara Computer Club (BNCC) | Jakarta, Indonesia   November 2023 – July 2024
- Served as a Backend Developer, responsible for building server-side logic and managing database interactions for a web application using the Laravel framework.
- Secured sponsorship prospects for the "Techno Talk I" seminar by identifying and pitching to corporate partners, advancing to interview stages with several companies.

Technical Skills

Programming Languages: Python, Java, C/C++, C#, SQL, R, JavaScript, HTML/CSS
Web Development: ASP.NET Core, Laravel, React, Node.js, Tailwind CSS
Data Science & Analytics: Microsoft Excel, Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Tableau
Databases: SQL Server, PostgreSQL, SQLite
Tools & Version Control: Git, GitHub, Visual Studio Code