Muhammad Alden Arianda

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Profile

A highly analytical and collaborative 5th-semester Computer Science student specializing in the full data lifecycle, from SQL querying and Python data wrangling to insightful Tableau dashboard creation, with a strong aspiration to bridge technical insights with strategic business needs as a Business Analyst. I excel at data storytelling, translating complex machine learning and data findings into clear, actionable recommendations that drive strategic decisions. My technical depth, combined with a passion for defining and solving business problems, positions me as a capable problem-solver ready 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

Web Development 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