

# Ana Widiyawati

Data Analyst (Career Switcher)

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## Profile Summary

A motivated and detail-oriented professional transitioning into Data Analytics through a 6-month bootcamp focused on Python, SQL, Excel, and Power BI. With a background in Business Development, Marketing, and Commercial Analytics at Blibli and Traveloka, experienced in reading data, tracking KPIs, and turning information into insights that support business growth. Enjoys learning new things and using data to understand challenges, improve processes, and help teams make better decisions.

## Education

### Data Science and Data Analyst Bootcamp – Dibimbing (Sep 2025 – Present)

Learning Python, SQL, Excel, and Power BI to do complete data analysis and basic data science. Doing real projects about data cleaning, data exploration, visualization, and simple prediction models.

### Master's in Communication – Universitas Budi Luhur (Mar 2023 – Feb 2025)

Studying Media and Digital Strategy, focusing on audience behavior and how data can support communication.

### Bachelor's in Islamic Communication and Broadcasting – UIN Walisongo (Aug 2013 – Dec 2017)

Learned about media and audience behavior, and developed analytical skills through communication research.

## Experience

### Toba Consulting Services - Jakarta, Indonesia

Business Development | Oct 2023 - May 2024

- Started in **Marketing** and later moved to a **Business Development** position.
- Found and managed **clients** using **data-based targeting**.
- Studied **market trends** and **competitor activities** to find new **business chances**.
- Made **proposals**, **pricing plans**, and **reports** for **clients and partners**.
- Worked with **internal teams** to improve **marketing strategies**.

### BLIBLI.COM - Jakarta, Indonesia

Admin Price Scraping | May 2021 - Jan 2023

- Collected and compared **Blibli products** with **competitor products** using **Google Sheets** and **internal tools**.
- Kept product **matching accuracy** high (**above 90%**) for more than **7,000 SKUs**.
- Found data gaps and made **monthly reports** to track **performance and KPIs**.
- Worked with the **system team** to make **data and product matching** more **accurate**.

### TRAVELOKA - Jakarta, Indonesia

Data Admin | Mar 2019 - Mar 2020

- Managed **website and app content** using **CMS**.
- Selected and edited **photos** to make sure they were **clear and relevant**.
- Checked **translations** to make sure they **were correct and easy to read**.
- Collected **user feedback** and helped fix **content issues** with other teams.
- Met **daily targets** and maintained good **content quality**.

## Skills

**Technical Skills:** Python (Pandas, NumPy, Matplotlib), SQL, Power BI, Data Cleaning, EDA, Dashboarding

**Soft Skills:** Analytical Thinking, Problem Solving, Attention to Detail, Reporting, Collaboration, Communication

## Additional Information

Currently studying at Dibimbing's Data Science and Data Analyst Bootcamp.

**Languages:** Bahasa Indonesia (Fluent), English (Intermediate–Upper Intermediate)