

Kelly Mae

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SUMMARY

Data analyst with proven experience in leveraging SQL, Python, and Power BI to transform large datasets into actionable insights that support strategic decision-making. Skilled in end-to-end data analysis and dashboard development, delivering solutions that enhanced business efficiency and supported key stakeholders. Recognized for problem-solving, adaptability, and the ability to manage multiple projects in fast-paced environments.

Interest: Data Analyst, Business Intelligence, Data Scientist

EXPERIENCES

Growth Data | Astra Financial · Full Time

Oct 2024 – Present

- Performed in-depth data analysis using SQL, or PostgreSQL to uncover trends and insights, providing actionable recommendations for business development.
- Designed and implemented data visualizations in Power BI, enabling stakeholders to easily access and interpret critical business data.
- Created and presented reports delivering targeted insights into the business performance of FIFGROUP, TAF, AAB, AstraLife, Moxa Mart – PPOB, with strategic recommendations based on findings.
- Conducted market research and built Moxa x Competitor Benchmark Analysis Dashboard, proposing new price strategies and enabling stakeholders to monitor competitor trends and make timely pricing adjustments.
- Developed personalized product offerings for FIFASTRA, DANASTRA, MPF Car, and Garda Oto, achieving 67% conversion from unique leads to valid leads.

Growth Data Intern | Astra Financial · Internship

Feb 2023 – Jan 2024

- Maintained data integration, data flow, data scheduling, data visualization, and data analysis to ensure seamless data operations.
- Gathered and analyzed daily data using SQL, or PostgreSQL, providing actionable insights for various business needs.
- Utilized Power BI and Google Looker Studio to design prototypes and create visualization dashboards, facilitating real-time data analysis and enabling informed decision-making by key stakeholders.

EDUCATION

Multimedia Nusantara University

Aug 2020 – Jul 2024

Bachelor of Computer Science | Information Systems

GPA: 3.94/4.00

Big Data Analytics, Data Modeling, Data Visualizations, Database Systems, Data Analysis, Probability and Statistics

ORGANIZATIONAL EXPERIENCES

Documentation Division Coordinator | Arunakara 2022

Apr 2022 – Sep 2022

- Coordinated all documentation activities required for the success of the event, including creating Instagram stories, Zoom Virtual Backgrounds, banners, member ID cards, lanyards, and twibbons.
- Assisted and supported the visual team in the creation and execution of design elements for the event.
- Delivered high-quality design solutions under extremely tight deadlines.

SKILLS

- Hard Skills: SQL, PostgreSQL, DBeaver, Google Big Query, Python, PowerBI, Google Looker Studio, Tableau.
- Soft Skills: Analytical Thinking, Problem-Solving, Detail Oriented, Curiosity, Adaptability, Responsibility, Teamwork.

PROJECTS

Collection Intensity Scoring and Channel Recommendation | Data Analysis (PostgreSQL, Python, R)

2024

Performed ETL for data integration using PostgreSQL, developed a Random Forest classifier to categorize collection intensity and a K-Nearest Neighbors Regressor for predicting interaction counts in recommended channels. Implemented model optimization using Grid Search and Bayesian Optimization in Python, and conducted statistical tests using R. Results showed Bayesian Optimization's superior performance in both models, achieving 98.34% accuracy and an MAE of 0.24530.