

# TALENT CONNECT 2024

## RIFKI MUHAMMAD ARBIAN

2024

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# Hello,

## I'M RIFKI MUHAMMAD ARBIAN

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DATA ENTHUSIAST

A Bachelor of Law graduate who passionate about business is seeking to transition into a data analyst and business intelligence career.

I have completed the Business Intelligence Bootcamp organized by dibimbing.id. Aiming to apply knowledge of data analysis and business acumen to contribute effectively to organizational objectives.

Reach me



rifkimad10@gmail.com



+62 859 4722 9254



linkedin.com/in/rifkimuharbian99/



github.com/arbiandigo10





# Education

2015 - 2020

Faculty Of Law - Islam Indonesia University

GPA : 3.2 / 4.0

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# Bootcamp

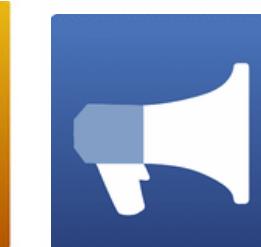
2024

Business Intelligence Bootcamp - dibimbing.id

Batch 9, Januari - June 2024

Final Grade = 92.82

# Skills & Tools



*SQL, Python, Tableau, DBeaver, Powerpoint,  
Excel, PowerBI, FB Ads, and Ms Word.*



# CERTIFICATE

## OF COMPLETION AND PASSING THE EXAM

Student ID : 38202

Certificate no: 201029BI09063010

THIS CERTIFICATE IS PROUDLY PRESENTED TO

# RIFKI MUHAMMAD ARBIAN

FOR SUCCESSFULLY COMPLETING

Business Intelligence Bootcamp

HELD ON: 13 Januari 2024 – 23 Juni 2024

ZAKY MUHAMMAD SYAH  
CEO DIBIMBING.ID



VEGI FATURRAHMAN  
HEAD OF BOOTCAMP



FINAL SCORE:

92.82

GRADE: A

Verify at:  
<https://dibimbng.id/certificate-validation?cn=201029BI09063010>



# SERTIFIKAT KOMPETENSI LULUSAN

2022/11/2777/831149

Dengan bangga diberikan kepada :

# Rifki Muhammad Arbian

Telah Menyelesaikan Pelatihan :

Belajar Manajemen Pengembangan Produk Digital dan Penerapan Cara Kerja SCRUM Untuk Menjadi Calon Manajer Produk

Jakarta, 4 November 2022

Elnofian  
Expert of Faculty Member Pijar Mahir



Verify this certificate at:  
<https://pijarmahir.id/sertifikat/FUBlxnH1J>



# CERTIFICATE OF COMPLETION

## Rifki Muhammad Arbian

has successfully completed the online course:

Introduction to Data Analytics

This professional has demonstrated initiative and a commitment to deepening their skills and advancing their career. Well done!

09<sup>th</sup> Oct 2024

Certificate code : 7440471



Krishna Kumar  
CEO, Simplilearn



# CERTIFICATE OF COMPLETION

## Rifki Muhammad Arbian

has successfully completed the online course:

Power BI for Beginners

This professional has demonstrated initiative and a commitment to deepening their skills and advancing their career. Well done!

15<sup>th</sup> Oct 2024

Certificate code : 7457400



Krishna Kumar  
CEO, Simplilearn



# Working Experience

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- Staff Notary & PPAT

## **Notary&PPAT Lies Setyorini SH, MH, MPD (Oktober 2021 - Januari 2023)**

Drafted contracts, sales or credit agreements, establishing limited liability companies (PT), fiduciary guarantees, and then entered them into the online system to be recorded in the national archives.

- FB Ads and Advertising

## **Freelance (Januari 2023 - April 2023)**

Finded winning products by checking purchase data on Facebook Ads and then created ads tailored to the appropriate target market demographics.

- Owner & Storekeeper

## **Toko Setyo (April 2023 - Present)**

Finding winning products that match the target market, then becoming the person who sells these products to increase company sales, conducting stock-taking, and creating a system to transform the store from a conventional setup to one where everything is recorded digitally.

# My Previous Project

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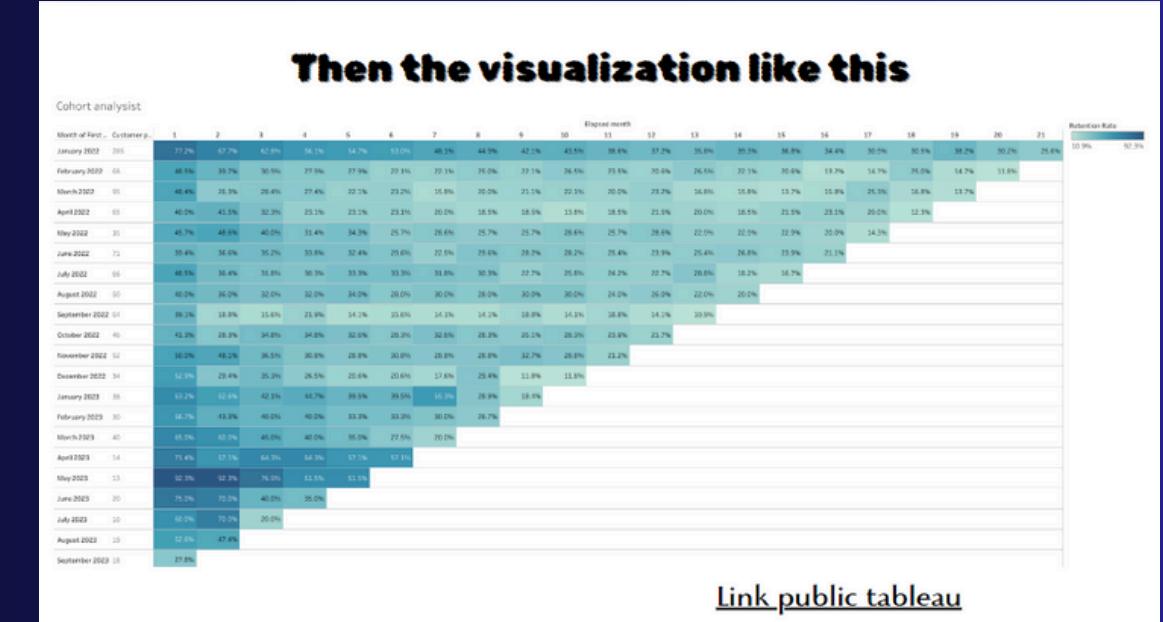
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This project focuses on customer churn using Python. It involves applying machine learning with three different models to determine which model is the best for predicting customer churn.

This project is about funnel and cohort analysis. Using Tableau, it analyzes the visualizations of funnel analysis (customer behavior) and cohort analysis (retention rate) for a product or company.

The screenshot shows a DBeaver interface with several tabs. One tab displays a complex SQL query involving CTEs and joins to calculate total revenue and rank transactions. Another tab shows the results of the query, listing bank codes, transaction statuses, product categories, payment methods, total revenues, and ranks.

bank_code	transaction_status	product_category	payment_method	total_revenue	rank
1 BRI	SUCCESS	fashion	MANUAL TRANSFER	241,699,390	1
2 BRI	SUCCESS	gadget	MANUAL TRANSFER	166,144,903	2
3 BRI	SUCCESS	home & living	MANUAL TRANSFER	108,332,990	3
4 BRI	SUCCESS	furniture	VIRTUAL ACCOUNT	83,874,868	4
5 BRI	SUCCESS	food	MANUAL TRANSFER	83,38,266	5
6 BRI	SUCCESS	electronics	VIRTUAL ACCOUNT	82,857,152	6
7 BRI	SUCCESS	toys	MANUAL TRANSFER	58,426,253	7
8 BRI	SUCCESS	electronics	MANUAL TRANSFER	56,727,536	8
9 BRI	SUCCESS	furniture	MANUAL TRANSFER	54,719,266	9
10 BRI	SUCCESS	home & living	VIRTUAL ACCOUNT	51,128,634	10
11 BRI	SUCCESS	furniture	VIRTUAL ACCOUNT	27,453,755	11
12 BRI	SUCCESS	sports	MANUAL TRANSFER	27,264,436	12
13 BRI	SUCCESS	sports	VIRTUAL ACCOUNT	26,373,084	13
14 BRI	SUCCESS	food	VIRTUAL ACCOUNT	26,228,892	14

This project involves SQL, where I am using the DBeaver tool. My objective is to create CTEs for filtering data from 2 or even 3 datasets that contain transactions made using BRI, with a transaction status of 'successful.' Then, I will rank each transaction according to its product category.

# My Project

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**Title :** People Analytics using HR Employees Attrition Dataset

**Objective :** Analyzing the points or factors that cause employee attrition.

**Analyst :**

1. Conducting data checking and understanding the data to identify the problems in this dataset.
2. Analyzing people analytics to uncover issues related to employee attrition.
3. Creating key insights, recommendations, and solutions based on the findings from the dashboard.

**Tools :** Python and Tableau

## Business Problem

In this project, I will analyze people analytics using the IBM HR Analytics Employee Attrition & Performance dataset, which I obtained from Kaggle. The analysis focuses on identifying the reasons or factors that lead employees to attrition.

From this dataset, we are expected to

- Conducting data checking and understanding the data to identify the problems in this dataset.
- Analyzing people analytics to uncover issues related to employee attrition.
- Creating key insights, recommendations, and solutions based on the findings from the dashboard.

# Stages of work

## 1. Prepare & Process

- Data checking
- Data understanding
- Data formatting

## 2. Analyze

- EDA

## 3. Share

- Dashboard
- Reporting/Insight

# Data Checking

	count	mean	std	min	25%	50%	75%	max
Age	1470.0	36.923810	9.135373	18.0	30.00	36.0	43.00	60.0
DailyRate	1470.0	802.485714	403.509100	102.0	465.00	802.0	1157.00	1499.0
DistanceFromHome	1470.0	9.192517	8.106864	1.0	2.00	7.0	14.00	29.0
Education	1470.0	2.912925	1.024165	1.0	2.00	3.0	4.00	5.0
EmployeeCount	1470.0	1.000000	0.000000	1.0	1.00	1.0	1.00	1.0
EmployeeNumber	1470.0	1024.865306	602.024335	1.0	491.25	1020.5	1555.75	2068.0
EnvironmentSatisfaction	1470.0	2.721769	1.093082	1.0	2.00	3.0	4.00	4.0
HourlyRate	1470.0	65.891156	20.329428	30.0	48.00	66.0	83.75	100.0
JobInvolvement	1470.0	2.729932	0.711561	1.0	2.00	3.0	3.00	4.0
JobLevel	1470.0	2.063946	1.106940	1.0	1.00	2.0	3.00	5.0
JobSatisfaction	1470.0	2.728571	1.102846	1.0	2.00	3.0	4.00	4.0
MonthlyIncome	1470.0	6502.931293	4707.956783	1009.0	2911.00	4919.0	8379.00	19999.0
MonthlyRate	1470.0	14313.103401	7117.786044	2094.0	8047.00	14235.5	20461.50	26999.0
NumCompaniesWorked	1470.0	2.693197	2.498009	0.0	1.00	2.0	4.00	9.0
PercentSalaryHike	1470.0	15.209524	3.659938	11.0	12.00	14.0	18.00	25.0
PerformanceRating	1470.0	3.153741	0.360824	3.0	3.00	3.0	3.00	4.0
RelationshipSatisfaction	1470.0	2.712245	1.081209	1.0	2.00	3.0	4.00	4.0
StandardHours	1470.0	80.000000	0.000000	80.0	80.00	80.0	80.00	80.0
StockOptionLevel	1470.0	0.793878	0.852077	0.0	0.00	1.0	1.00	3.0
TotalWorkingYears	1470.0	11.279592	7.780782	0.0	6.00	10.0	15.00	40.0
TrainingTimesLastYear	1470.0	2.799320	1.289271	0.0	2.00	3.0	3.00	6.0
WorkLifeBalance	1470.0	2.761224	0.706476	1.0	2.00	3.0	3.00	4.0
YearsAtCompany	1470.0	7.008163	6.126525	0.0	3.00	5.0	9.00	40.0
YearsInCurrentRole	1470.0	4.229252	3.623137	0.0	2.00	3.0	7.00	18.0
YearsSinceLastPromotion	1470.0	2.187755	3.222430	0.0	0.00	1.0	3.00	15.0
YearsWithCurrManager	1470.0	4.123129	3.568136	0.0	2.00	3.0	7.00	17.0

So here is the dataset overview.  
This dataset consist 1470 rows  
with 35 columns.

# Data understanding

```
#checking dataset
df.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 1470 entries, 0 to 1469
Data columns (total 35 columns):
 #   Column           Non-Null Count  Dtype  
--- 
 0   Age              1470 non-null    int64  
 1   Attrition        1470 non-null    object  
 2   BusinessTravel   1470 non-null    object  
 3   DailyRate        1470 non-null    int64  
 4   Department       1470 non-null    object  
 5   DistanceFromHome 1470 non-null    int64  
 6   Education        1470 non-null    int64  
 7   EducationField   1470 non-null    object  
 8   EmployeeCount    1470 non-null    int64  
 9   EmployeeNumber   1470 non-null    int64  
 10  EnvironmentSatisfaction 1470 non-null    int64  
 11  Gender            1470 non-null    object  
 12  HourlyRate       1470 non-null    int64  
 13  JobInvolvement   1470 non-null    int64  
 14  JobLevel          1470 non-null    int64  
 15  JobRole           1470 non-null    object  
 16  JobSatisfaction  1470 non-null    int64  
 17  MaritalStatus     1470 non-null    object  
 18  MonthlyIncome     1470 non-null    int64  
 19  MonthlyRate       1470 non-null    int64  
 20  NumCompaniesWorked 1470 non-null    int64  
 21  Over18            1470 non-null    object  
 22  OverTime          1470 non-null    object  
 23  PercentSalaryHike 1470 non-null    int64  
 24  PerformanceRating 1470 non-null    int64  
 25  RelationshipSatisfaction 1470 non-null    int64  
 26  StandardHours     1470 non-null    int64  
 27  StockOptionLevel   1470 non-null    int64  
 28  TotalWorkingYears  1470 non-null    int64  
 29  TrainingTimesLastYear 1470 non-null    int64  
 30  WorkLifeBalance   1470 non-null    int64  
 31  YearsAtCompany    1470 non-null    int64  
 32  YearsInCurrentRole 1470 non-null    int64  
 33  YearsSinceLastPromotion 1470 non-null    int64  
 34  YearsWithCurrManager 1470 non-null    int64  
dtypes: int64(26), object(9)
memory usage: 402.1+ KB
```

The dataset consists 1,470 rows with 35 columns. from 35 columns, we can see that only 7 data type string, so the other have numeric dataset

And then im trying to checking unique value from that 7 string data type before. and the answer

```
#check the distribution and unique value
df.describe(include="object")

      Attrition  BusinessTravel  Department  Education  EducationField  Gender  JobRole  MaritalStatus  Over18  Overtime
count      1470            1470        1470      1470        1470      1470      1470        1470      1470      1470
unique         2              3          3          5          6          2          9          3          1          2
top        No  Travel_Rarely  Research & Development  Bachelor  Life Sciences  Male  Sales Executive  Married    Y  No
freq      1233            1043        961        572        606        882        326        673      1470      1054
```

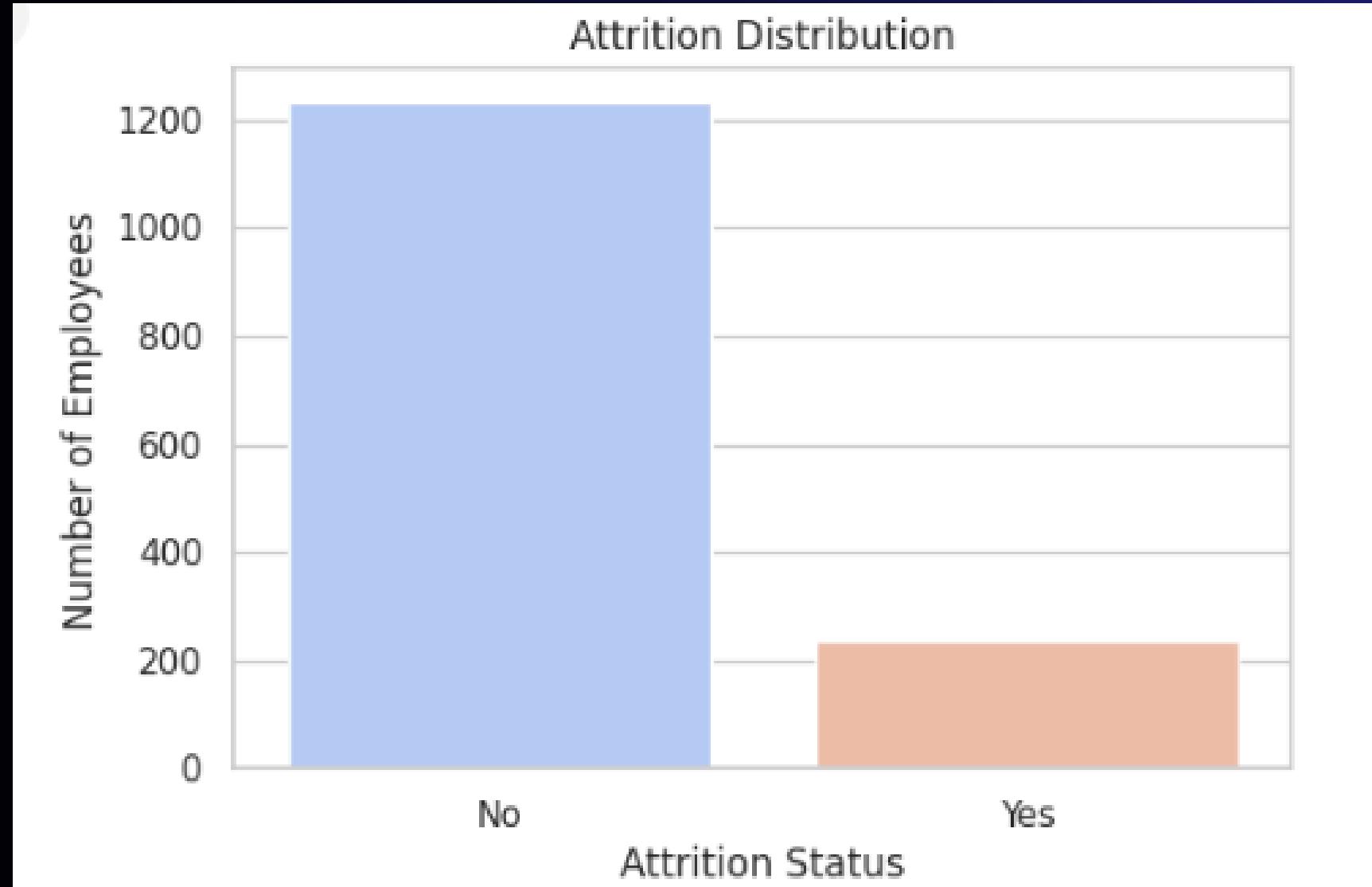
So we have several unique value that we need more attention.

After this data understanding, i used to EDA and preprocessing

# EDA

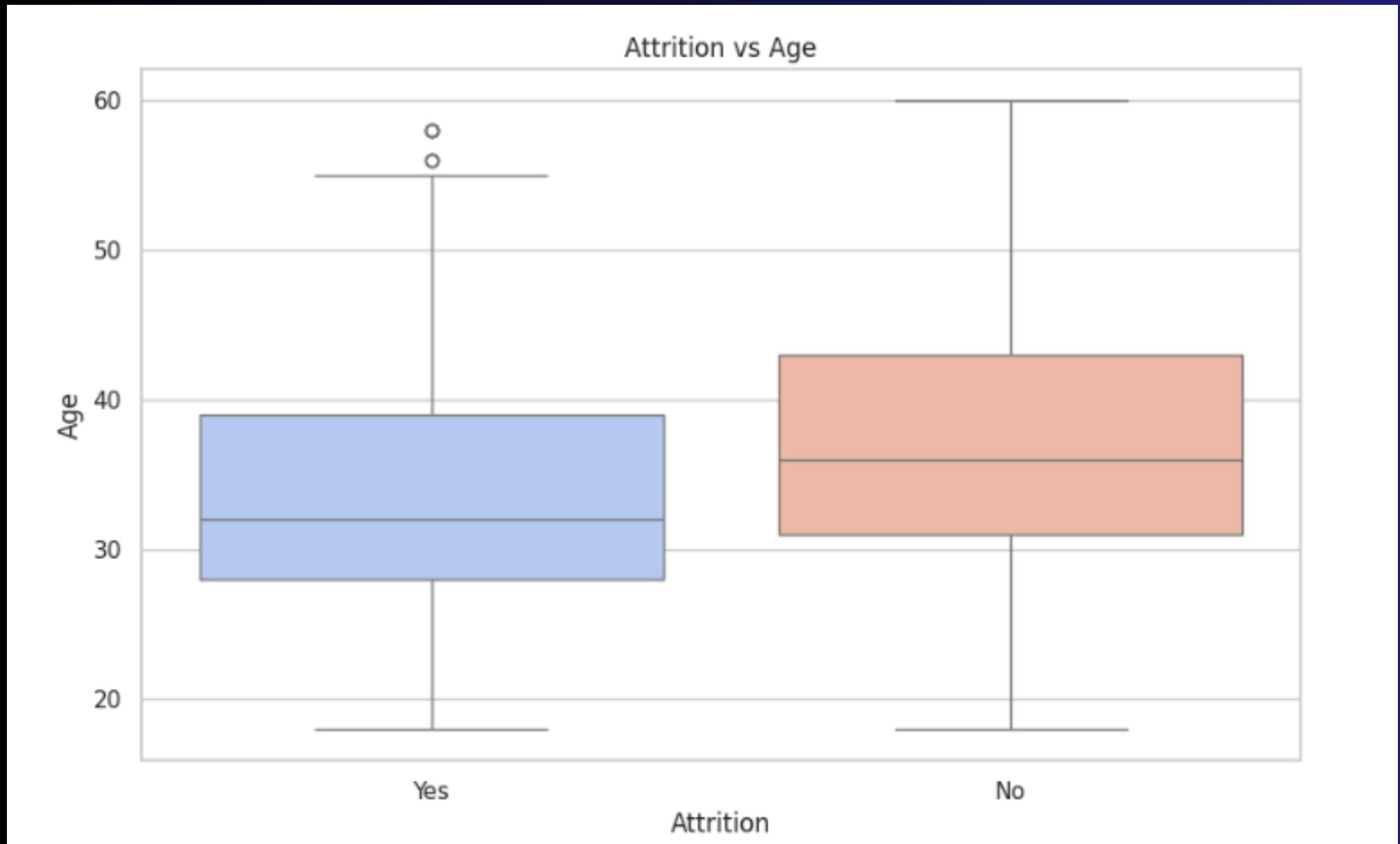
**After conducting data checking and understanding, we need to perform further testing to ensure that our arguments or analysis have a solid foundation and are valid for implementation. Therefore, we proceed with the Exploratory Data Analysis (EDA) process, including...**

# Attrition vs No. of Employees



The results show that 247 employees out of a total of 1,470 have experienced attrition, which accounts for 16,12% of the total workforce. The remaining employees are still loyal to the company.

# Attrition vs Age



From a quick look at the visualization on the side, it is evident that the age range of employees experiencing attrition is younger compared to those who stay. This suggests that younger employees might feel that their job does not meet their expectations or they may have found better job opportunities at other companies.

# Attrition vs Monthly Income



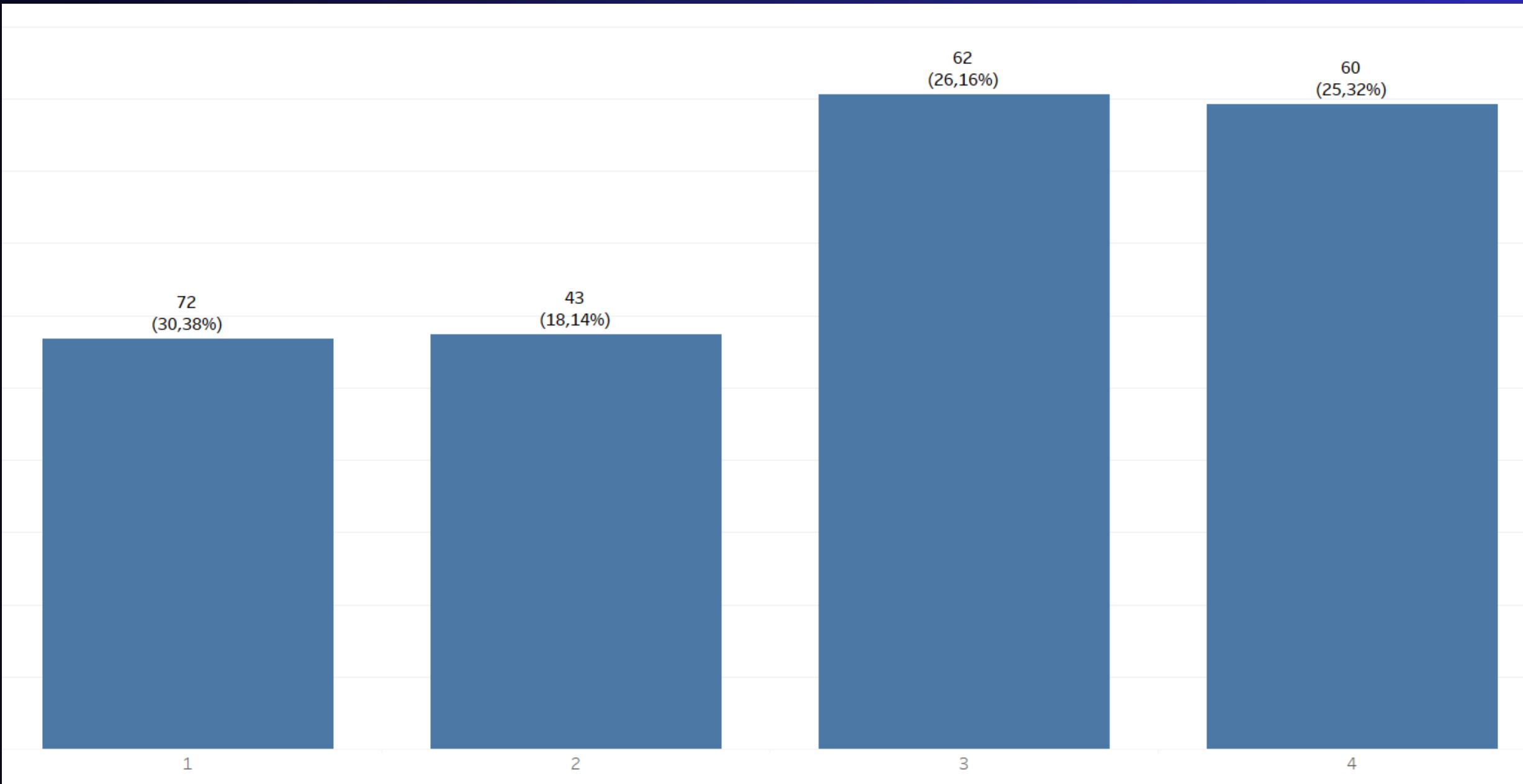
For the next EDA, it can be observed that those who stay with the company tend to have a higher monthly income compared to those who choose attrition.

Attrition	Healthcare Re..	Human Resour..	Laboratory Te..	Manager	Manufacturin..	Research Dire..	Research Scie..	Sales Executive	Sales Represe..	Grand Total
No	122 9.89%	40 3.24%	197 15.98%	97 7.87%	135 10.95%	78 6.33%	245 19.87%	269 21.82%	50 4.06%	1.233 100.00%
Yes	9 3.80%	12 5.06%	62 26.16%	5 2.11%	10 4.22%	2 0.84%	47 19.83%	57 24.05%	33 13.92%	237 100.00%
Grand Total	131 8.91%	52 3.54%	259 17.62%	102 6.94%	145 9.86%	80 5.44%	292 19.86%	326 22.18%	83 5.65%	1.470 100.00%

## Attrition vs Job Role

Next, we analyze attrition across job roles. It was found that the highest percentage of attrition is in the Laboratory Technician role, with a total of 26%, followed by Sales Executive at 24%. This indicates that these two job roles involve high work pressure, causing employees to feel stressed and eventually unable to continue their jobs.

# Attrition vs Environment Satisfaction



Next, we analyze attrition based on workplace satisfaction. As expected, the highest attrition occurs among those with a satisfaction level of 1 (low), accounting for 72 employees or 30% of the total who feel dissatisfied with their work environment.

Next, I will create a summary dashboard to examine this further.

# PEOPLE ANALYTICS DASHBOARD

## Employee Count

1,470

## Active Employees

1,233

## Attrition count

237

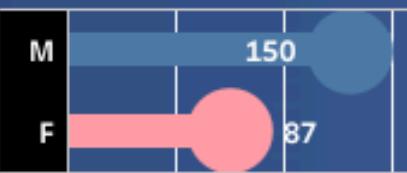
## Attrition Rate

16.12%

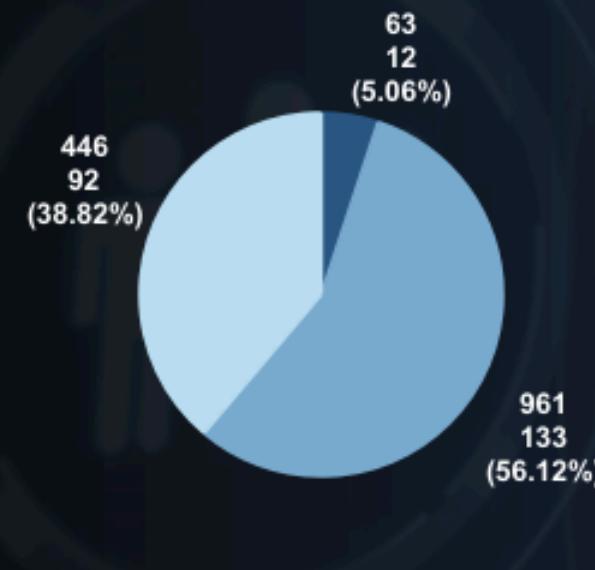
## Avg. Age

37

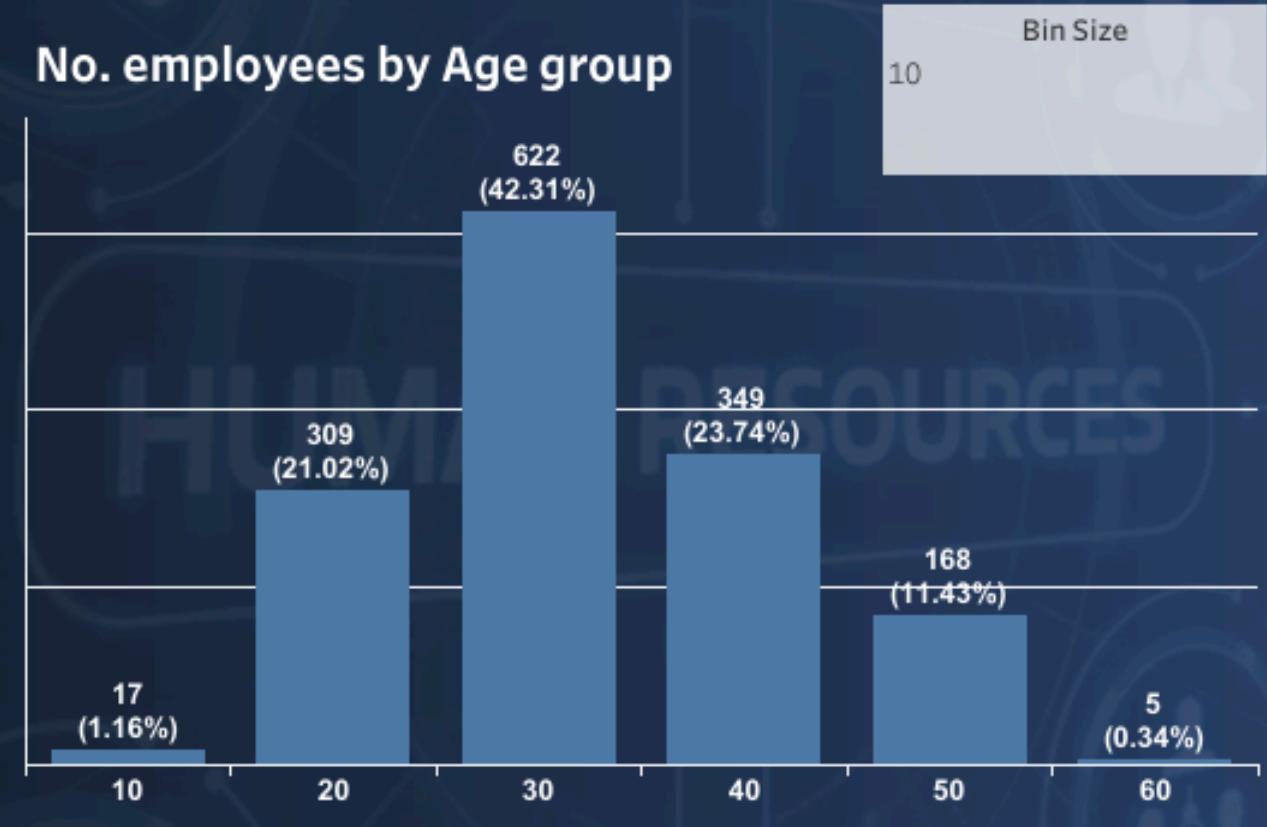
### Attrition by Gender



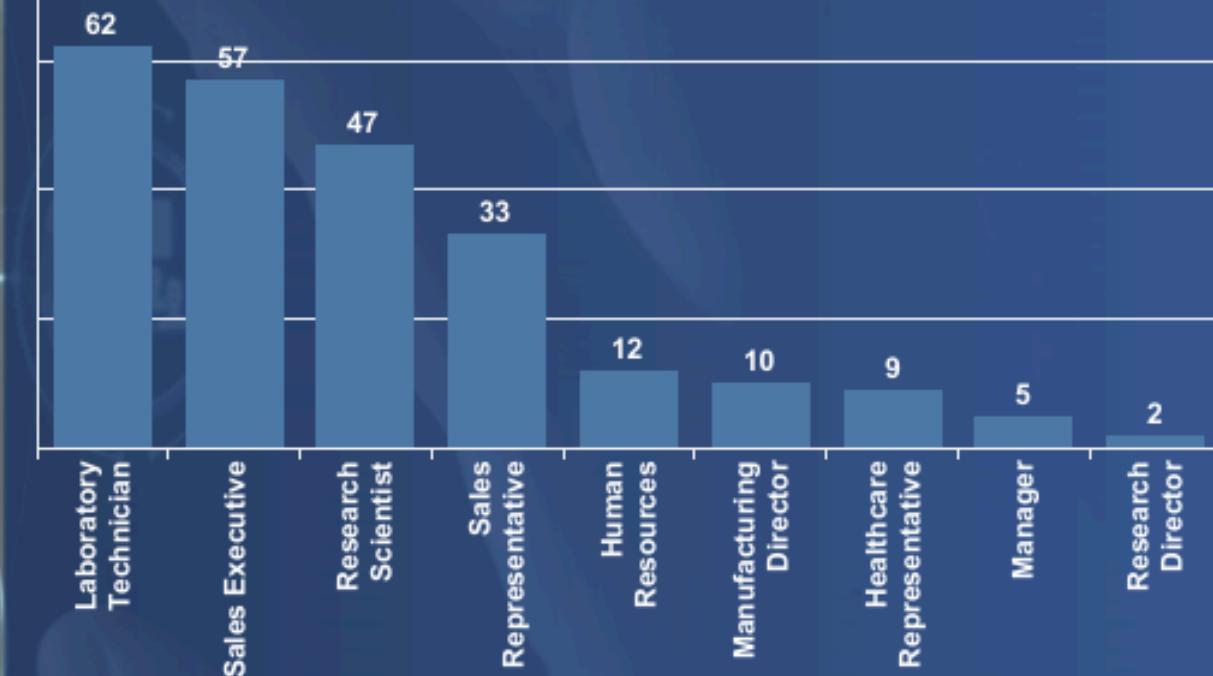
## Attrition per Department



## No. employees by Age group



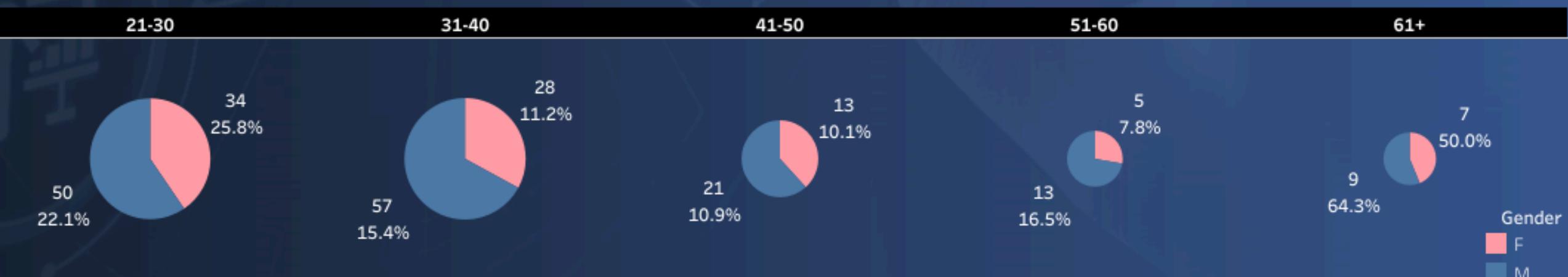
## Attrition per Job Role



## Job Satisfaction each Job Role

Job Role	1	2	3	4	Grand Total
Healthcare Rep..	19.85%	14.50%	32.82%	32.82%	100.00
Human Resour..	19.23%	30.77%	25.00%	25.00%	100.00
Laboratory Tec..	21.62%	18.53%	28.96%	30.89%	100.00
Manager	20.59%	20.59%	26.47%	32.35%	100.00
Manufacturing ..	17.93%	22.07%	33.79%	26.21%	100.00
Research Direc..	18.75%	20.00%	33.75%	27.50%	100.00
Research Scien..	18.49%	18.15%	30.82%	32.53%	100.00
Sales Executive	21.17%	16.56%	27.91%	34.36%	100.00

## Attrition rate by gender group



## Dashboard Analysis Results:

- **Attrition Rate:** The attrition rate is 16.12%, with a total of 237 employees leaving out of 1,470 employees.

### Gender:

- Male employees have a higher attrition rate (150 employees) compared to female employees (87 employees).

### Age Group:

- The majority of employees who left are in the age group of 31-40 years (42.31%) and 21-30 years (21.02%).

### Department:

- The Sales department has the highest attrition rate (56.12%), followed by Research & Development (38.82%).
- The HR department has the lowest attrition rate (5.06%).

### Job Role:

- The roles with the highest attrition rates are Laboratory Technician (62 employees) and Sales Executive (57 employees).
- Managerial and director-level positions have low attrition rates.

### Job Satisfaction:

- Employees with low job satisfaction levels (1 and 2) have higher attrition rates, especially in the Sales Executive and Laboratory Technician roles.

## **Key Insights**

- **Vulnerable Age Group:** Employees aged 21-40 dominate attrition, indicating that younger individuals are more likely to seek other job opportunities or are less satisfied with the current working conditions.
- **Vulnerable Sales Department:** The Sales department experiences high levels of stress and work pressure, leading to a higher turnover rate.
- **Low Job Satisfaction:** Positions with low job satisfaction (levels 1 and 2) indicate a higher risk of attrition.
- **Gender:** Although men dominate attrition in terms of numbers, women aged 61+ have a higher proportion in attrition.

## **Recommendations to Address Attrition Retention Programs for 21-40 Year Olds:**

- **Implement targeted career development and training programs to equip younger employees with the skills and knowledge needed to advance within the organization.**
- **Conduct regular work-life balance assessments to identify areas for improvement and provide necessary support.**

## **Improving the Sales Environment:**

- **Re-evaluate sales targets to ensure they are achievable and aligned with market conditions.**
- **Implement performance-based incentive programs to boost morale and motivation.**

## **Enhancing Job Satisfaction:**

- **Conduct regular employee satisfaction surveys to identify and address any pain points.**
- **Offer flexible work arrangements, such as hybrid or remote work, to improve work-life balance.**

## **Addressing Overwork:**

- **Monitor overtime hours to prevent burnout and ensure employee well-being.**

## **Gender Equity Initiatives:**

- **Promote gender equality by providing equal opportunities for career advancement to women.**
- **Offer supportive benefits, such as childcare and flexible work arrangements, to attract and retain female talent.**



# Summary



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- **Attrition Rate:** The attrition rate is 16.12%, with a total of 237 employees leaving out of 1,470 employees.

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- Employees with low job satisfaction levels (1 and 2) have higher attrition rates, especially in the Sales Executive and Laboratory Technician roles.



# Conclusion



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## Employee Engagement Initiatives:

- Implement targeted employee engagement programs, including mentorship, coaching, and reward systems, to foster a sense of belonging and motivation among younger employees.
- Re-evaluate the sales organization structure to identify opportunities for additional support, such as hiring sales assistants or implementing new technologies.

## Policy Review and Adjustment:

- Conduct a comprehensive audit of overtime policies, workload distribution, and compensation packages to ensure they are fair, equitable, and aligned with employee expectations.
- Implement a real-time attrition dashboard to enable the HR team to monitor turnover trends and take timely corrective actions.

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# Thank You

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[rifkimad10@gmail.com](mailto:rifkimad10@gmail.com)



+62 859 4722 9254



[linkedin.com/in/rifkimuharbian99/](https://linkedin.com/in/rifkimuharbian99/)



[github.com/arbiandigo10](https://github.com/arbiandigo10)

