Aretha Levi

Surabaya | +6281233942844 | arethalevi16@gmail.com | https://www.linkedin.com/in/arethalevi

EDUCATION

Universitas Airlangga   *August 2020 - Present*
Bachelor of Data Science. GPA: 3.88/4.00
- Activities: Joint Research about Imbalanced Data, KARSA Faculty Orientation Program Mentor, Programming Peer Tutor, Coordinator of Airlangga Investment Course, WUACD Summer Program Participant,
- Selected as one of the Central Bank of Indonesia Unggulan Scholarship Awardee

Petra 1 Senior High School   *July 2017 - July 2020*
Activities: English Festival Mentor, Art Performance Performer, School Delegation for Jatim Anti-Drug Campaign

ORGANIZATION EXPERIENCE

Staff of Economy Creative Division of Generasi Baru Indonesia (GenBI) Universitas Airlangga   *July 2022 - Present*
- Provided a coaching session for 30 MSMEs to digitalize their business by using an electronic transaction app
- Led a team of 25 people for the Economic Literation Seminar program for 100+ college students

Head of Mentorship Division of BINARY Orientation Program   *July 2022 – October 2022*
- Led a team of 15 people, coordinated and managed all events held by the division, and all works by team members*.*
- Directed and guided mentoring session events for 120 new students.

Event Manager of Google Developer Students Club   *August 2020 – August 2021*
- Coordinated workshops, webinars, events, and study jams about technology for 1500+ members
- Conceptualized the grand design, concept, KPI, vision, and mission of the organization.

PROJECTS

STOKEY Indonesian Stock Dashboard & Screener | https://stokey.herokuapp.com
- A web application that contains an interactive real-time Indonesian stock dashboard and a screener to detect stock chart patterns to help investors choose potentially profitable stocks that match their criteria.
- Built with Python programming language using Flask library and deployed using Heroku.

Binary Classification on Imbalanced Data Paper|| https://beoi.org/index.php/EEI/article/view/3432
- A case study paper for Indonesian Demographic and Healthy Survey Data
- Presented at the International Conference of Advanced Technology (ICATAM) 2021.

Auto Visualization Dashboard WebApp|| https://arethalevi.shinyapps.io/dashboard-rshiny/
- An interactive web application where the user can upload a database file and the program will automatically show an interactive visualization dashboard from the data uploaded.
- Built with R programming language using Rshiny library

ACHIEVEMENTS

1st Place in Business Plan Competition
- Proposed an innovation in the veterinary industry about an animal healthcare application to ease pet owners' access to healthcare by connecting them to vets, pet salons, pet care, pet school, etc.

2nd Place in MAZE Marketing Competition
- Initiated business digitalization and data science implementation in customer segmentation to solve marketing problems of the sponsor company "Bantex"

SKILLSETS

Software Python, SQL, Studio, SPSS, Minitab, HTML & CSS, Javascript, Laravel
Skills: Data Mining, Data Visualization, Data Analysis, Machine Learning, Statistical Interpretation, Web Design, Business Management, Trend and Market Research
Languages Indonesian (Native), English (Fluent | Duolingo English Test 130/160), Korean (Fluent)