ARETHA LEVI

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ORGANIZATION EXPERIENCE

Generasi Baru Indonesia (GENBI) Unair - Division of Creative Economy   *July 2022 – Present*
- Lead the committees for Economic Literation Seminar program for the younger generation
- Provided a coaching session for MSMEs to digitalize their business by using an electronic transaction app.

Google Developer Students Club - Event Manager   *August 2021 – August 2022*
- Led and coordinated workshops, webinars, events, and study jams about technology for 1500+ members.
- Conceptualized the grand design, concept, KPI, vision, and mission of the organization.

EDUCATION

Universitas Airlangga - Bachelor of Data Science   *August 2020 – Present*
Cumulative GPA: 3.90/4.00 | Activities: Joint Research about Imbalanced Data, Faculty Orientation Mentor, Programming Peer Tutor, Coordinator of Airlangga Investment Course, WUACD Summer Program Participant

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

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ACHIEVEMENTS

Bank Indonesia GENBI Scholarship Awardee

1st Place of Business Plan Competition held by Universitas Sumatera Utara
- Proposed an innovation in 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 of MAZE Marketing Competition held by Petra Christian University
- Initiated data science implementation in segmenting customer to solve marketing problems given by the sponsor company "Bantex"

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 potential 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://beei.org/index.php/EEI/article/view/3432
- A case study paper for Indonesian Demographic and Healthy Survey Data
- Presented in International Conference of Advanced Technology (ICATAM) 2021.

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

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SKILLSETS

- **Software**: Python, SQL, RStudio, SPSS, Minitab, HTML & CSS, Javascript, Google Workspace, Microsoft Office
- **Skills**: Data Mining, Data Visualization, Data Analysis, Machine Learning, Statistical Interpretation, Web Design, Business Management, Trend and Market Research
- **Certification**: Cloud Practitioner Essentials (Dicoding), Machine Learning (IPB), Web Development (Progate)
- **Languages**: Indonesian (Native), English (Fluent | Duolingo English Test 130/160), Korean (Fluent)