

# INTRODUCTION

# CAREER JOURNEY



**SCM Analyst**  
**(2021-2023)**



**Warehouse Data Analyst**  
**(2023-2024)**



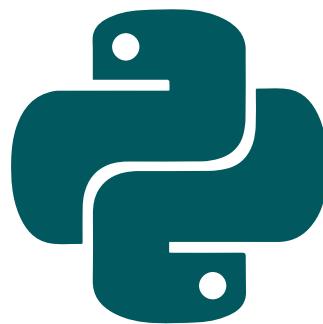
**PMO & Data Analyst**  
**(2024 - Present)**

  
**Studied at**  
**Purwadhika**  
**(2023)**



# TOOLS THAT I'D LIKE TO USE

## PROGRAMMING LANGUAGE



PYTHON

## DATA VISUALIZATION



POWER BI



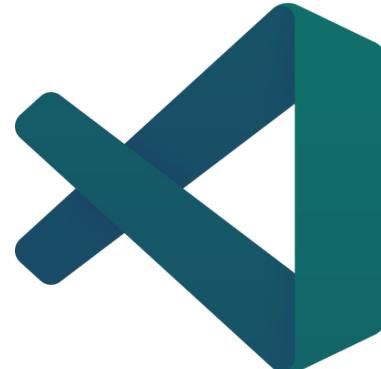
LOOKER STUDIO

## DBMT / DB CLIENT



DBEAVER

## CODE EDITOR



VS CODE

## CONVERSATIONAL AI



CHATGPT



CLAUDE

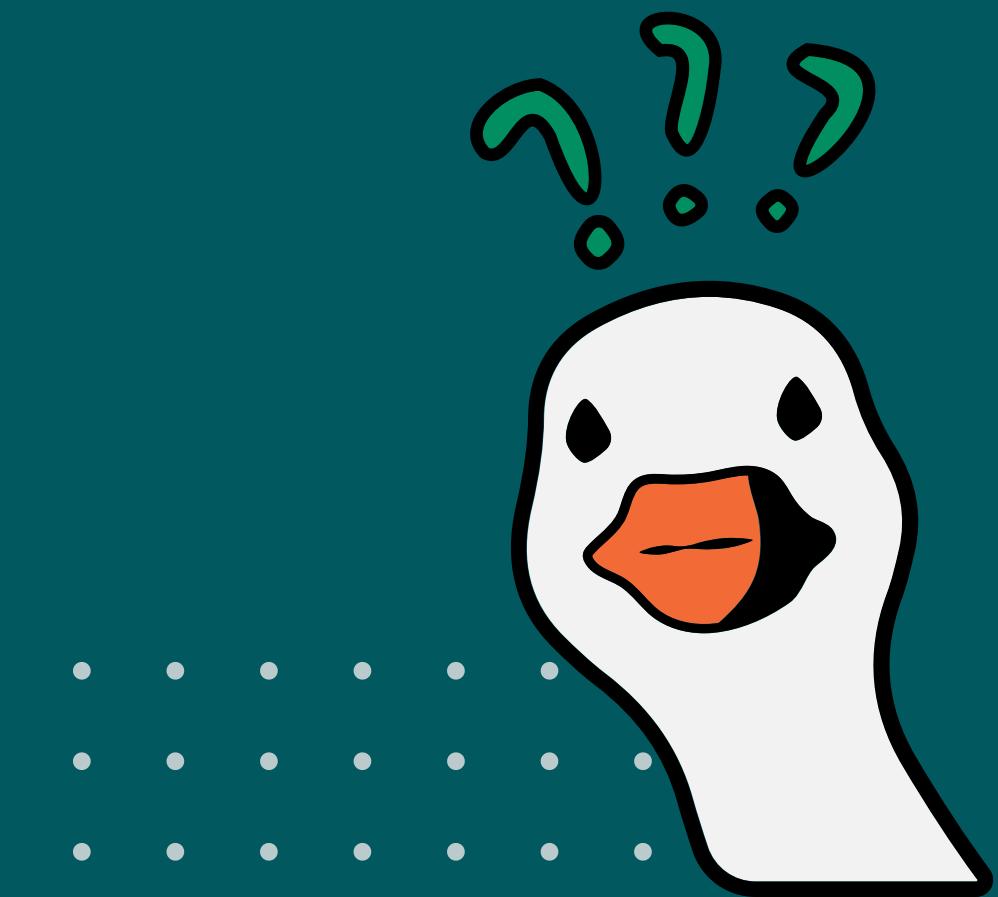


# CRAFTING A WINNING DATA ANALYST PORTFOLIO

BY ARIEF KURNIAWAN



what is DA  
**PORTFOLIO?**



# Metaphor



Minion



The Minions

# PORTFOLIO

is a collection of projects



that showcases your **skill** as a data analyst...

Data Analyst Skill consists of :

**Programming**

Story Telling

**Problem  
Solving**

EDA

**Analytical  
Thinking**

Statistics

Data Visualization

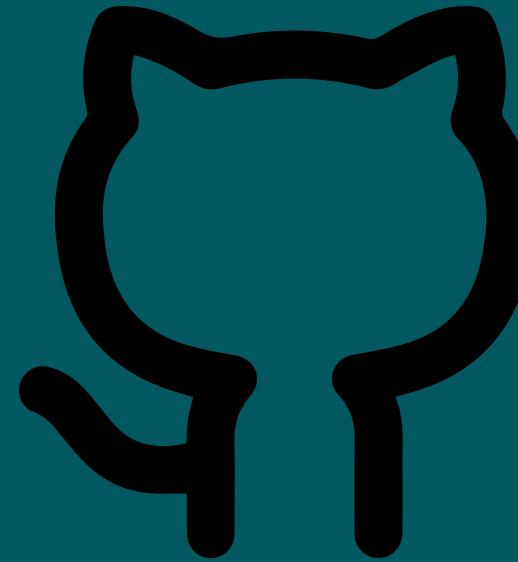
Querying

and many more...

but... how do we  
showcase our portfolios?



# Most commonly used tools to showcase our portfolios :



Github



Medium

kaggle

Kaggle



LinkedIn

and many more....

# Examples

## Geospatial Analysis by Utilizing Google Places API and Folium in Python

Retail Industry in Indonesia (Alfamart vs Indomaret)

 Arief Kurniawan 9 min read · Jul 20, 2023

16    

### Introduction

Despite the pandemic that was first identified in December 2019 resulting in a drop in the revenue of retail industry players, the retail industry is constantly evolving and retail businesses must keep up with the consumer latest trend to stay ahead of the competition. Retail industry players must compete against each other to gain the market share and opening a new store is one of the strategy that can be used to achieve it. By having knowledge of competitor's store location, we can identify a potential location for the store to be opened.



## Modernizing Production Planning

 Arief Kurniawan 7 min read · Oct 26, 2024

10    

A Data Analyst's Role in Driving Digitalization

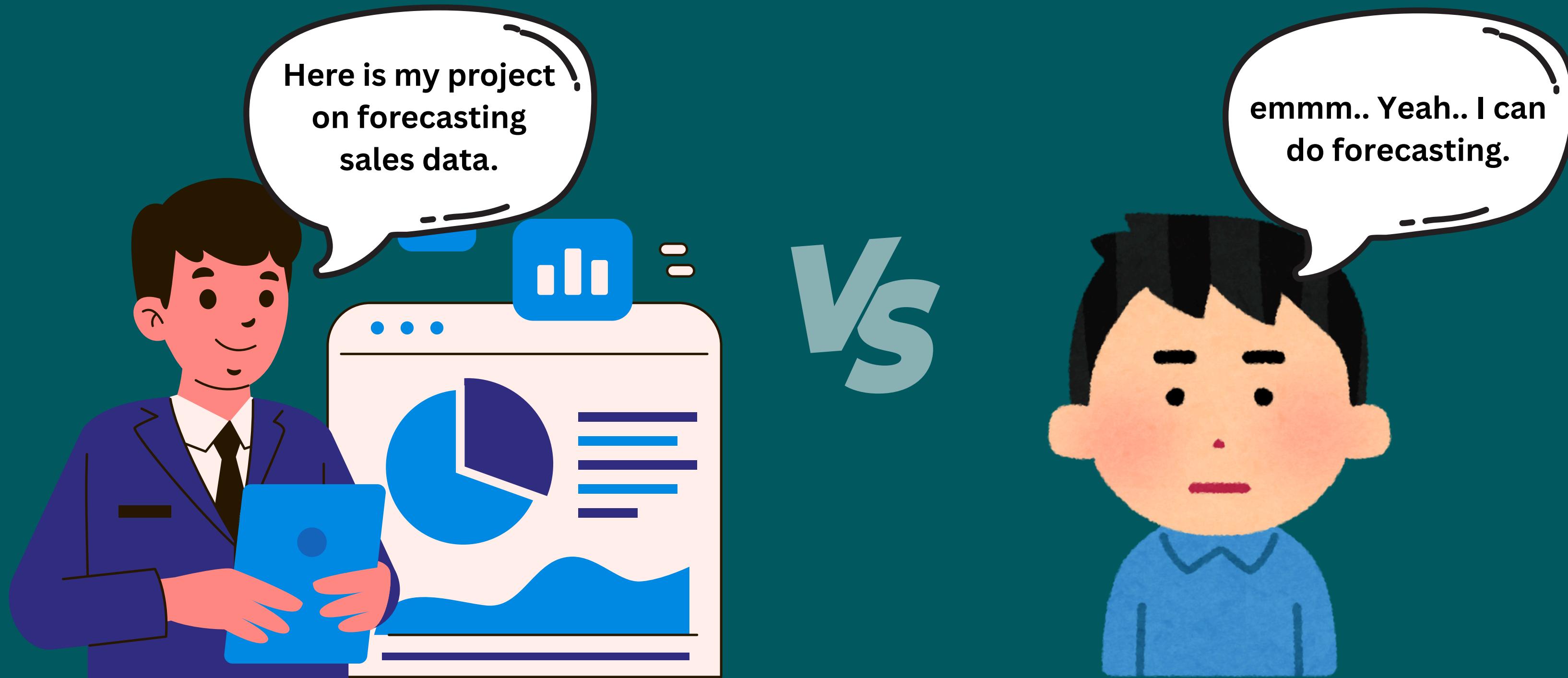
### Motivation

Imagine joining the production planning division of a manufacturing company as a data analyst, only to find that they still rely on outdated methods to analyze daily production output. Your task is clear: to lead the charge in digitalizing the production planning analysis, bringing efficiency, accuracy, and insight into the company's operations. In this article, we will discuss how data analysts can modernize production analysis and drive lasting improvements through digital transformation.

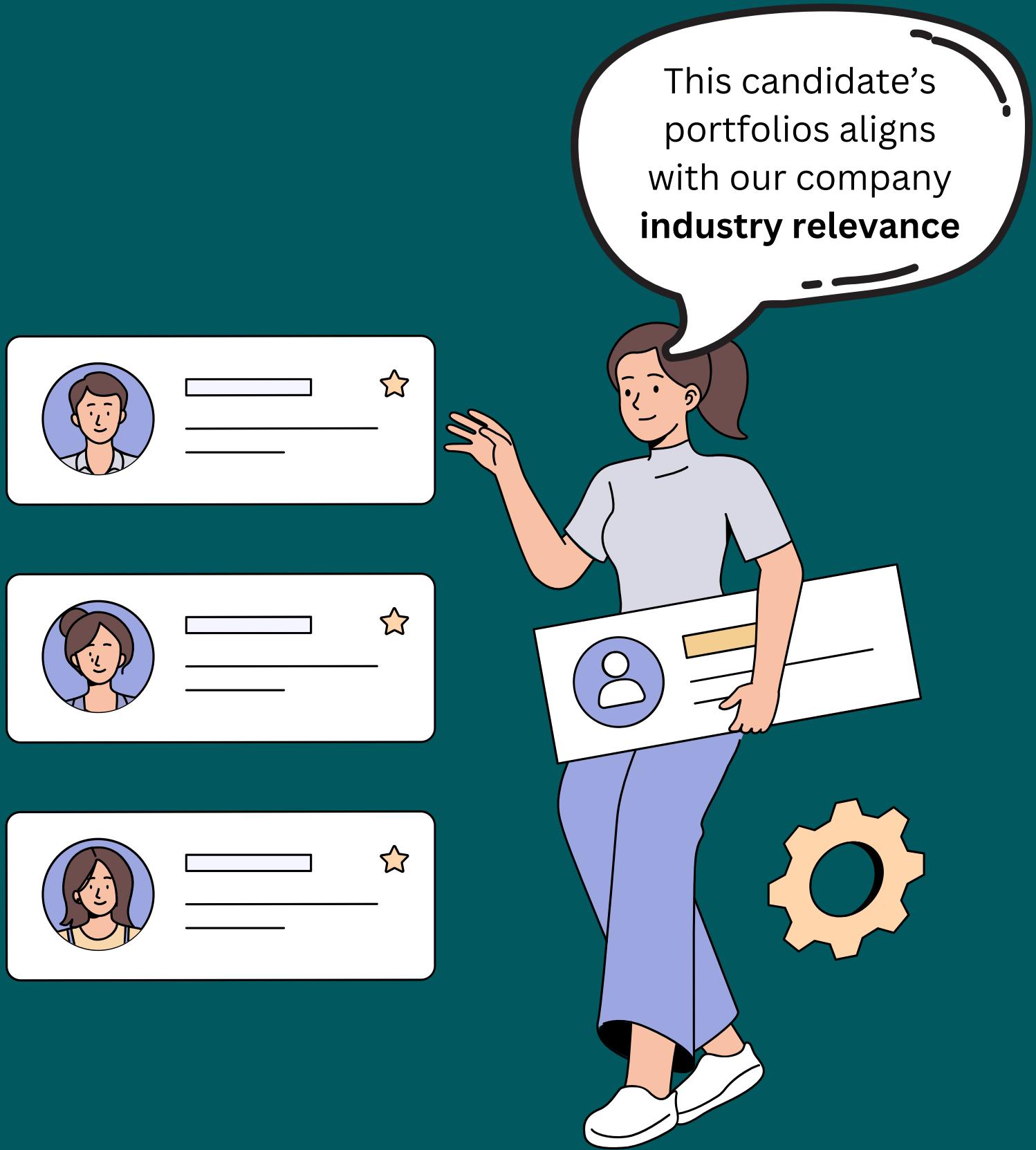
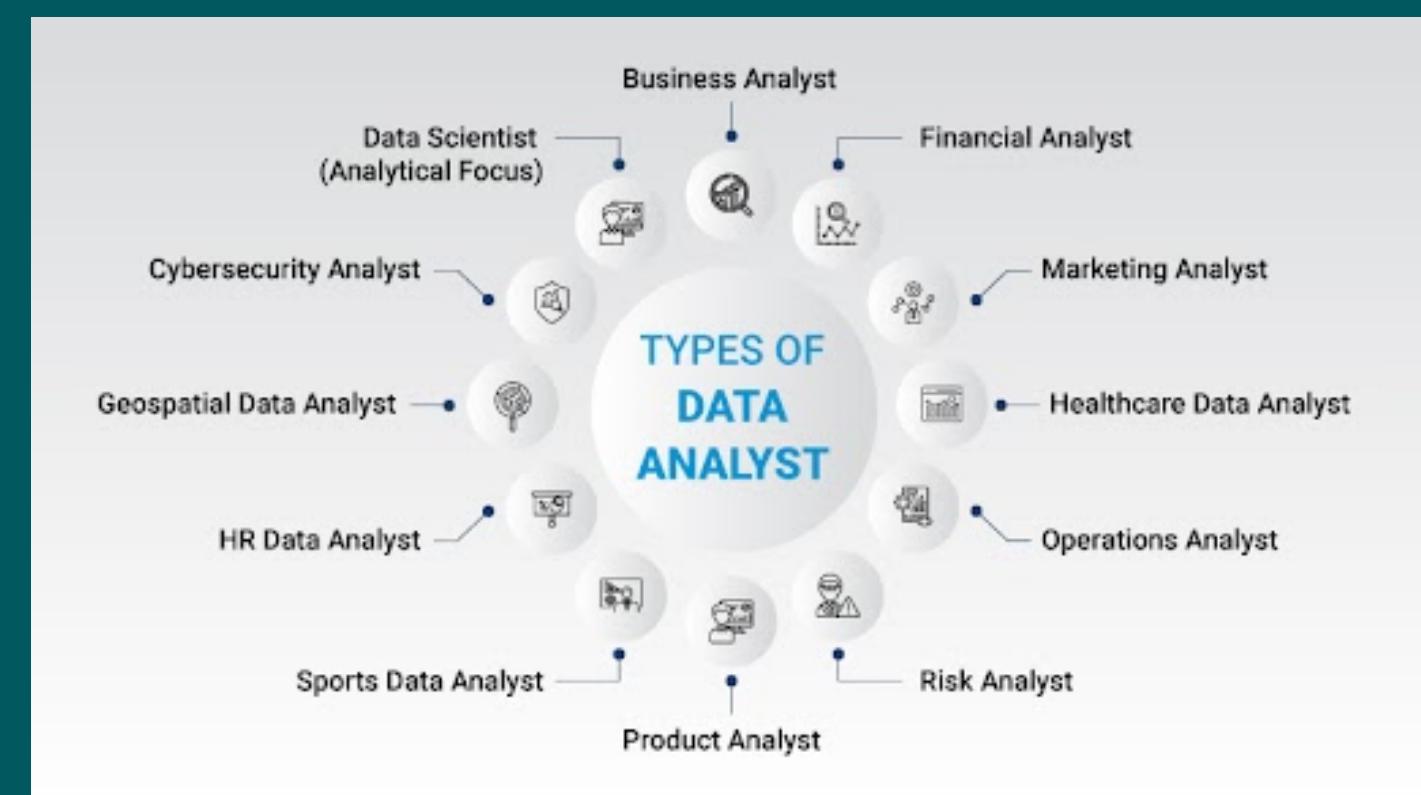


The real question is, how do we  
create a Winning DA Portfolio?

# 1. Shows evidence, not just claims!



# 2. Niche is Nice



# 3. Structured Project

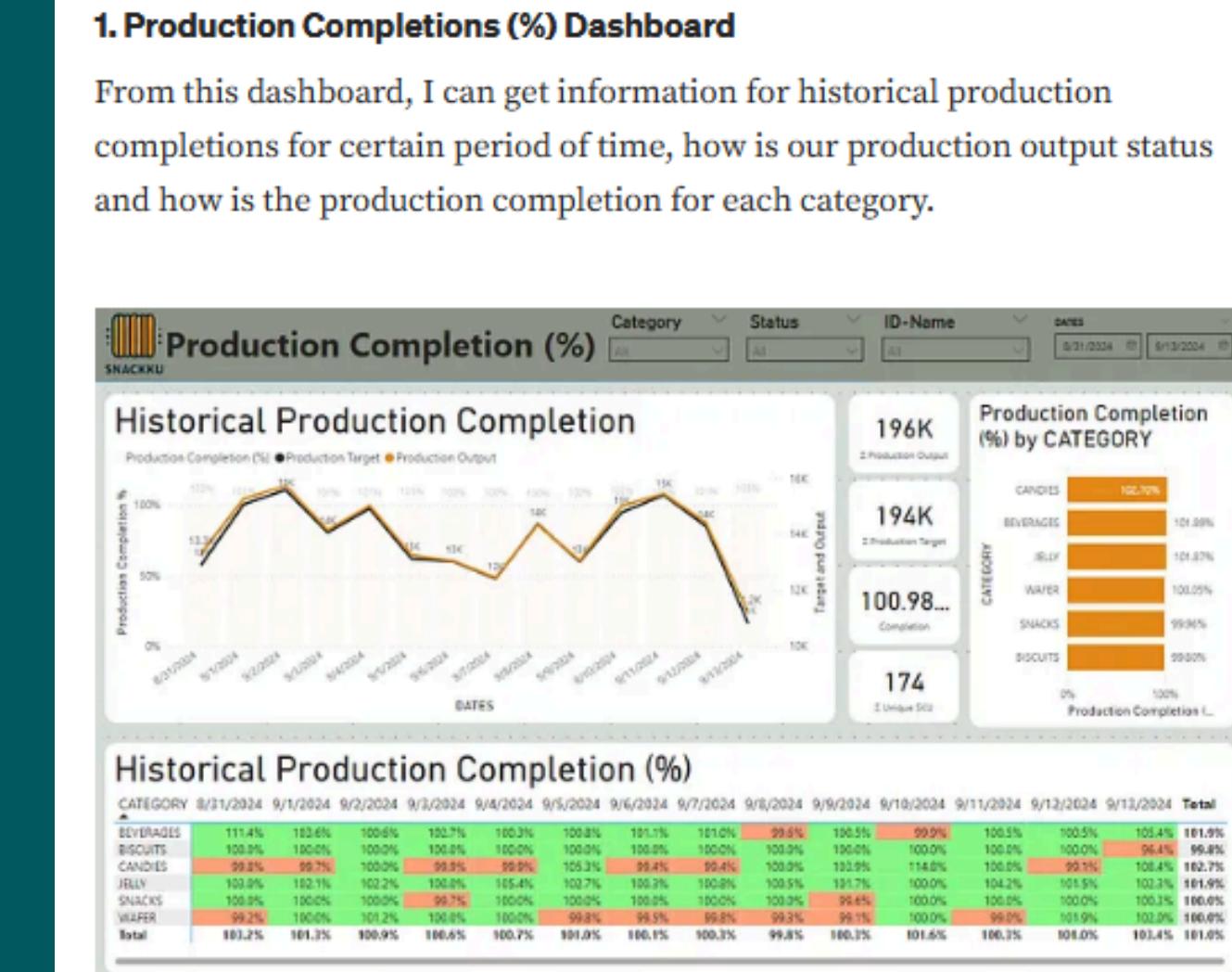


**Most common outline :**

1. Introduction
2. Problem Statement
3. Data & Tools Used
4. Approach / Methodology
5. Results / Insights / Business Impact
6. Conclusions

# 4. Communicate with Story Telling

Companies don't just want analysts who crunch data – they want analysts who can explain it.



# 5. Business Impact

Highlights how your project translates into real results for the organization.



## **The Results: Proof That Storytelling Drives Conversions**

After shifting their email strategy, the brand saw a massive improvement:

**Open rates increased by 75% (curiosity drove engagement).**

**Click-through rates doubled (people wanted to know what happened next)**

**Sales skyrocketed by 200% (readers connected emotionally, driving purchases).**

**Unsubscribe rates dropped (people felt part of the brand's journey).**

# Don't Forget to add your Portfolio to your CV

## PROJECT EXPERIENCE

### **Modernizing Production Planning**

Modernize production planning by implementing key performance indicators (KPIs) and utilizing data visualization techniques to enhance efficiency and decision-making in manufacturing operations.

Project Link : <https://s.id/1vAE7>

Article Link : <https://s.id/pH3Id>



### **Retail Geospatial Analysis**

Geospatial analysis by utilizing Google Places API and Folium in Python to create a distribution map of convenience stores (Alfamart and Indomaret) in Jakarta.

Project Link : <https://s.id/1ShzI>

Article Link : <https://s.id/1ShzK>

### **Online Retail Shipping Data Analysis.**

This is my capstone project at Purwadhika, analyzing online retail shipping data.

Project Link : <https://s.id/1ShzM>

Don't forget to  
use URL  
Shortener to  
make the link  
look nicer

# Thank You

# You can find me on :

Medium



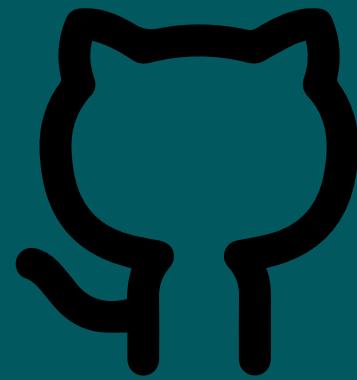
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LinkedIn



<https://www.linkedin.com/in/arief-kurniawan95/>

Github



<https://github.com/ariefkurniawan95>