ALIF WAHYU SYAHNANDA

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SUMMARY

I'm Syah an energy engineering graduate and former HSE Sustainability professional responsible for the sustainability of a 20,000+ employee manufacturing industry who is passionate about technology and business with data-driven sustainability practices. With this background, I am passionate about finding the root cause of **problems** and analysing them with data to find the right **solutions** that can have a direct and measurable impact on products and businesses to increase company value and minimise losses. Going back a bit to my internship at a tech startup incubator, I gained experience in **data analysis, market research, solution conceptualisation, and wireframing**. My curiosity grew even more, after a 2-year career I realised how important data is in decision making. Not only that, I learnt more and deep dive into data science to product management with Purwadhika Digital School and several Apiary Academy workshops to sharpen and improve my data science and product management skills. With my unique blend of background expertise that can sharpen and strengthen **analysing skills, critical thinking, and data-driven mindset**. These skills can add value to enter a career journey in your company. Thriving to apply advanced analytical skills and insights to contribute to data-centric initiatives within a dynamic organization.

SKILLS

Technical Skills: Python, SQL, R, Tableau, Power BI, Microsoft Office, G-Suites, Looker Studio, Google Analytics, Visio, Miro, Data Analytic, Canva, Predictive Modeling, Time Series Analysis, RFM Analysis, RCPS Analysis, Product Research, Design Thinking, FMEA.
Soft Skills: Analytical Thinking, Problem Solving, Collaborative, Project Management, Product Management, Data Story Telling, Public Speaking, People Management, Adaptability, Critical Thinking, Agile, Conflict Management, Leadership, GDPR Mindset.
Languages: Bahasa Indonesia (Native), English (Advanced), Arabic (Elementary), ETOEFL (Score: 573)

PROJECTS

E-Commerce Customer Churn Analysis & Predictive Modeling | Pitching | GitHub
- Successfully streamlined retention and acquisition costs by 69.8% by implementing Machine Learning to predict customer churn
- Analyse the effect of customer characteristics and habits data on churn

Regression Model: Predicting Used Car Price in Saudi Arabia | Pitching | GitHub
- Successfully create XGBoost model for predicting used car prices in Saudi Arabia with 98% accuracy and 1% error.
- ML (Machine Learning) can be used by used car sales websites to help visitors estimate the selling/buying price of cars

Supermarket Customer Data Analysis Using RFM (Recency, Frequency, Monetery) Method | Pitching | GitHub
- Enhancing Promotion: Analysis of Supermarket Customers Behaviour using RFM (Recency, Frequency & Monetery) Method by segmenting 80% of customer that 'Need Attention' and 'Promising Customers'
- Focusing target 'Need Attention' customers with [win-back] campaigns and Key Personalization Promotion

SYNERE Start-up (Digital Energy Audit Platform & Electrical Planning Solution) | Pitching | Research | Prototype
- Initiated an application and website product to solve the high electricity consumption expenditure of industry and housing with an offer to reduce costs by 65.4%
- Conducted market research of PLN customers with the result that more than 250 thousand customers experienced a 200% increase in electricity costs
- Create business strategies using BMC (Business Model Canvas) to obtain product feasibility in business and operational implementation structures

EDUCATION

Purwadhika Digital Technology School   Jan 2024 – Present
Data Science & Machine Learning
Committed 13 weeks on intense program that full of practical assignments and projects to refine data science & machine learning skills which taught by leading industry practitioners from South East Asia. Several Projects and curriculum that I did:
- SQL (Data Query, Data Manipulation, Data Definition, Data Analysis), Python Programming Language (Data Analysis, Machine Learning (Modeling Supervised Learning & Unsupervised Learning) & Data Visualization), Tableau (Data Visualization, Data Story Telling & Dashboard).
- Projects from Business Problem: Customer Analysis (RFM & Cohort Method), Market Research Analysis & Predictive Modeling (Regression & Classification Approach)

Politeknik Elektronika Negeri Surabaya   Jul 2017 – Jul 2021
Bachelor of Applied Engineering
Cumulative GPA: 3.32/4.0
Undergraduate Thesis: **"Design of Steam Power Plant Condenser Machine Maintenance Using RCM (Reliability Centered Maintenance) Methods with RCPS Implementation"**

PROFESSIONAL EXPERIENCE

PT. MUIS Dikakarya – General Contractor   Jan 2024 – Jun 2024
Project Assistant
- Supervise projects as required by the contract and supporting the coordination and management of projects
- Communicating with stakeholders regarding project needs and goals, also Keep track of report on project and procurement

PT. Pou Chen Group Indonesia - Manufacture   Mar 2022 – Dec 2023
Sustainability Development Engineer & HSE Officer
- Led and enhanced an 80% Retrofit Machine Project, significantly improving machine safety performance and reducing risk severity and frequency from High to Low
- Developed and maintained comprehensive Machine Safety Programs, including machine guarding, safe machine operation, pressure vessels, and laser safety, through periodic inspections, procedure reviews, and HIRARC assessments
- Conducted Machine Risk Assessments in alignment with ISO12100, achieving a 100% safe machine target. Also managed Fire Safety Management (FSM) and Emergency Response Plan (ERP), including fire safety inspections, chemical inventory reviews & emergency drill
- Monitored Safety, Health, Environment & Energy (HSEE) performance in machinery processes using Excel and ENABLON (Risk Management System). Supported accident investigations, developed risk management practices, and resolved HSEE issues through continuous improvement and Behavior-Based Safety (BBS) initiatives

PENS Sky Venture – Tech Startup Incubator   Aug 2020 – Oct 2020
Product and Business Management (Internship)
- Conducted market research using survey data focused in Surabaya, Gresik, and Sidoarjo to gather feedback from PLN customers for solution conceptualization using Design Thinking and Conducted elevator pitch to stakeholders
- Created wireframe for product landing page and mobile app UI/UX using Figma

WORKSHOP & CERTIFICATION

- **Python Data Science** – Sanbercode
  January 2024 - No Expiry Date | Link
- **Google Analytics for Beginners** – Google Academy
  Nov 2023 - Nov 2026 | Link
- **Product Management** – Apiary Academy
  March 2024 - No Expiry Date | Link
- **Intro to Data Analytics** – RevoU
  April 2023 - No Expiry Date | Link
- **Project Management** – Teknokrat Muda Indonesia
  April 2023 - No Expiry Date | Link
- **OHS Management System Auditor (Auditor SMK3)** – Kementerian Ketenagakerjaan RI
  April 2023 - No Expiry Date | Link
- **General OHS Expert (Ahli K3 Umum)** – Kementerian Ketenagakerjaan RI
  April 2023 - No Expiry Date | Link

ACTIVITIES & ORGANIZATION EXPERIENCE

Energy Student Association
Head of Entrepreneurship Department (2019 – 2020)
- Responsible for all work programs, agendas, and members for the smooth running of all work programs and agendas
- Planning profit-increase schemes for organization and managing org. fiscal power

Staff of Entrepreneurship Department (2018 – 2019)
- Responsible for implementing entrepreneurial work programs that focus on product sales, charity, & entrepreneurship event
- Conducted sales recapitulation, monitor product, & operational sales

Energy in Challenge 2019 (Java - Bali)
Chief Executive of Event and Organizer (2018 – 2019)
- Successfully organized the program study biggest event that participated by 500+ college and school students across Java-Bali
- Led 70 people from all division to organize and operate the events
- Organized and conducted cross-functional meetings to make alignment for the event

ACHIEVEMENTS

International Electronics Symposium (IES) 2021 (September 29th – 30th 2021)
International Level
- Thesis research accepted for international publication at IES 2021
- Presenting research on conference that held at the Sheraton Hotel Surabaya
- Thesis research are published on the IEEE Xplore