ALIF WAHYU SYAHNANDA

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SUMMARY

Data-driven professional with expertise in data analysis, business intelligence, and machine learning. Proficient in Python, SQL, Tableau, Power BI, Looker Studio, and predictive modeling. Holds a Bachelor of Applied Engineering and has completed a Data Science & Machine Learning bootcamp, along with 2 years of experience in the manufacturing industry. Demonstrated leadership in managing teams and driving data-driven sustainability initiatives. Notably reduced expenses by 69.8% through a customer churn prediction model project. My blend of engineering knowledge, problem-solving abilities, and commitment to innovation fuels a passion for efficiency and impactful results, making me a valuable asset for teams leveraging data for strategic business growth.

PROJECT EXPERIENCE

- **E-Commerce Customer Churn Analysis and Classification Predictive Modeling Approach to Reduce Acquisition and Retention Cost**
  E-Commerce is in a dynamic and competitive business world, the way customers behave is so volatile that companies perceive customer churn. Our task is to gather insights based on data and what factors affect customers to churn. Using insights gained, we provide recommendations for business & marketing strategies improvement and create dashboard & tools to streamlined the marketing team's prediction of customer churn. We have also developed a model that successfully allows company to reduce 69.8% retention and acquisition costs.
  (Deck | Source Code)

- **Used Car Prices in Saudi Arabia Analysis & Predictive Modeling Regression Approach**
  The problem that often occurs in the business of buying and selling used cars is the uncertainty of the price of the car. Our task created a model that can predict the price of a used car based on the specifications of the car. The price generated by this model will be a reference for car sellers and buyers when buying and selling used cars. Successfully developed a predictive model that successfully allows used car websites to help visitors estimate and predict the selling/buying price of cars with low error predicted price in evaluation metrics MAE 15767 SAR and MAPE 1.2%.
  (Deck | Source Code)

- **Supermarket Market Customers Analysis Using RFM (Recency, Frequency, Monetary) to Tackle Campaign Promotion Ineffectiveness**
  Due to the high level of basic needs and interests, supermarkets are the first choice for people to access and get their daily supplies. However, people increasingly have quite dynamic comparisons and preferences. Our task is Enhancing Promotion through Analysis of Supermarket Customers Behavior using RFM (Recency, Frequency & Monetary) Method. Using that method, we provide recommendation by segmenting 80% of customer that 'Need Attention' and 'Promising Customers' and Focusing marketing target 'Need Attention' customers with [win-back] campaigns and Key Personalization Promotion, also dashboard for marketing teams to simplify their target.
  (Deck | Source Code)

WORK EXPERIENCE

Sustainability Development & HSE Officer
Pou Chen Group Indonesia   Mar 2022 – Dec 2023

- Successfully established and led major digital transformation reporting project using Google Suites by maintained and analyzed 5,000+ data/month with results reduced 25% annual workplace accidents
- Led and enhanced 80% rectification machine project from 3000+ old machine by prioritized risk map analysis with result significantly improving machine safety performance and reduced risk severity and frequency from High to Low
- Conducted Analysis Health, Safety, Environment & Energy Sustainability performance in machinery processes using Excel and ENABLON (Risk Management System) to provide monthly actionable plan for shopfloor
- Collaborated closely with Production teams with large-scale manufacturing environment (20,000+ employees), analyzed HSEE Sustainability issues to provide improvement and actionable insight, contributing to enhanced 40% production effectiveness

Product and Business Management (Internship) | Credential
PENS Sky Venture   Aug – Oct 2020

- 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 250.000+ customers experienced a 200% increase in electricity costs
- Created business strategies using BMC (Business Model Canvas) to obtain product feasibility in business and operational implementation structures
- Created wireframe for product landing page and mobile app UI/UX using Figma

EDUCATION

Purwadhika Digital Technology School   Feb – Aug 2024
Data Science & Machine Learning Certified (Graduate 82.02/100)
- 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), Business Analysis, Product Analysis, Scikit-learn implementation, Market Research Analysis & Predictive Modeling (Regression & Classification Approach)

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

COURSE & CERTIFICATION

- **AWS Cloud Practitioner Essentials** – AWS training and certification | Link   2024
- **Designing Event-Driven Architectures** – AWS training and certification | Link   2024
- **Fundamentals of Analytics on AWS** – AWS training and certification | Link   2024
- **Data Science & Machine Learning** – Purwadhika Digital Technology School | Link   2024
- **Python Data Science** – Sanbercode | Link   2024
- **Google Analytics** – Google Academy | Link   2023 – 2026
- **Product Management** – Apiary Academy | Link   2024
- **Turning Data into Product Strategy and Business Decision Making** – Apiary Academy | Link   2023
- **Project Management** – Teknokrat Muda Indonesia | Link   2022

ACTIVITIES & ORGANIZATION EXPERIENCE

Energy Student Association
Head of Entrepreneurship Department (2019 – 2020) | Credential
- Responsible for all work programs, agendas, and members for the smooth running of all work programs
- Formulated 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) | Credential
- 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) | Publication
International Level
- Thesis research qualified for international publication at IEEE Xplore

1st Winner of DPR-RI National Short Movie Award 2017 | Credential | Source
National Level

SKILLS

Skills:

Python	Google Colab	Data Story Telling	Matlab & Minitab
SQL Query-Database	Google Cloud Platform	Machine Learning	AWS Cloud
Tableau	Google Big Query	SKLearn (Scikit-learn)	Statistical Data
Power BI	Streamlit	Visual Studio Code	Analysis
Looker Studio	Data Science	Canva – PowerPoint	Video Editing
Microsoft Excel	Data Visualization	Product Research	Product Management
Google Suites	Data Cleaning	Git & GitHub	
Google Analytics	Data Wrangling	Figma	

Languages: Bahasa Indonesia (Native), English (Advanced), ETOEFL (Score: 573)