

ALIF WAHYU SYAHNANDA

Data Analyst & Data Scientist

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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 Energy 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 Analysis
• Power BI	• Streamlit	• Visual Studio Code	• Video Editing
• Looker Studio	• Data Science	• Canva – PowerPoint	• Product Management
• Microsoft Excel	• Data Visualization	• Product Research	
• Google Suites	• Data Cleaning	• Git & GitHub	
• Google Analytics	• Data Wrangling	• Figma	

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