

Bintang Candra Ayu Srikandi



PORTFOLIO



A very enthusiastic data analyst who
thrills to be a problem solver

Hi, I'm Bintang!

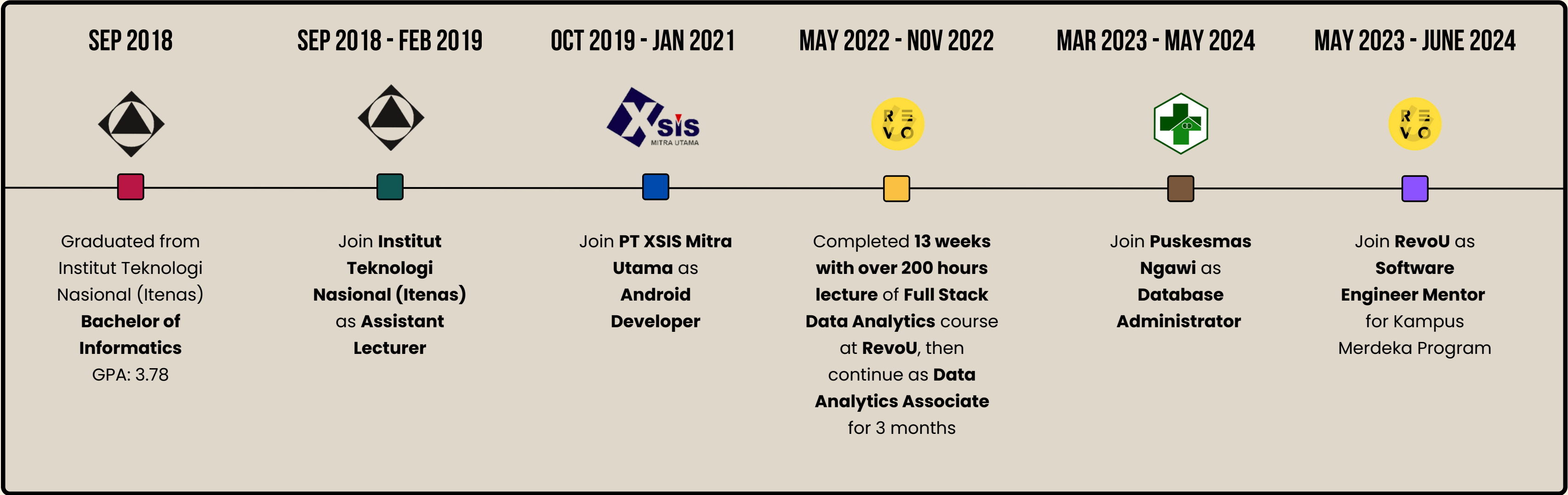
I am an aspiring data analyst with background in Informatics. After I resigned, I want to level up my skills and turns out I found my fiery passion in Data Analytics, the ever growing, dynamic and exciting field. I have always enjoyed to solve puzzles. So that's how I look at big data sets: to me it is one big puzzle I want to solve. Finding patterns nobody else sees is the challenge to me. That's why I decided to pursue my passion from Android Developer to Data Analyst.

Recently, I enrolled in a 13 weeks Data Analytics program within over 200 hours lecture where I gained the ability to translate complex data into understandable insights.



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Education and Experience



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Personal Skills



- **Database** : Retrieving data, join tables, CTE, Pivot table
- **Library** : Pandas, NumPy, Scikit-Learn, Matplotlib
- **Data Analysis** : Data Cleaning, Exploratory Data Analysis/Visualization, Descriptive Statistics, Cluster Analysis, Correlation Analysis, Data Manipulation

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Notable **PROJECT**

There are some sample projects I have done during and after Full Stack Data Analytics course. You can find another projects in GitHub link below.

GITHUB REPOSITORY

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REVOU GROUP FINAL PROJECT

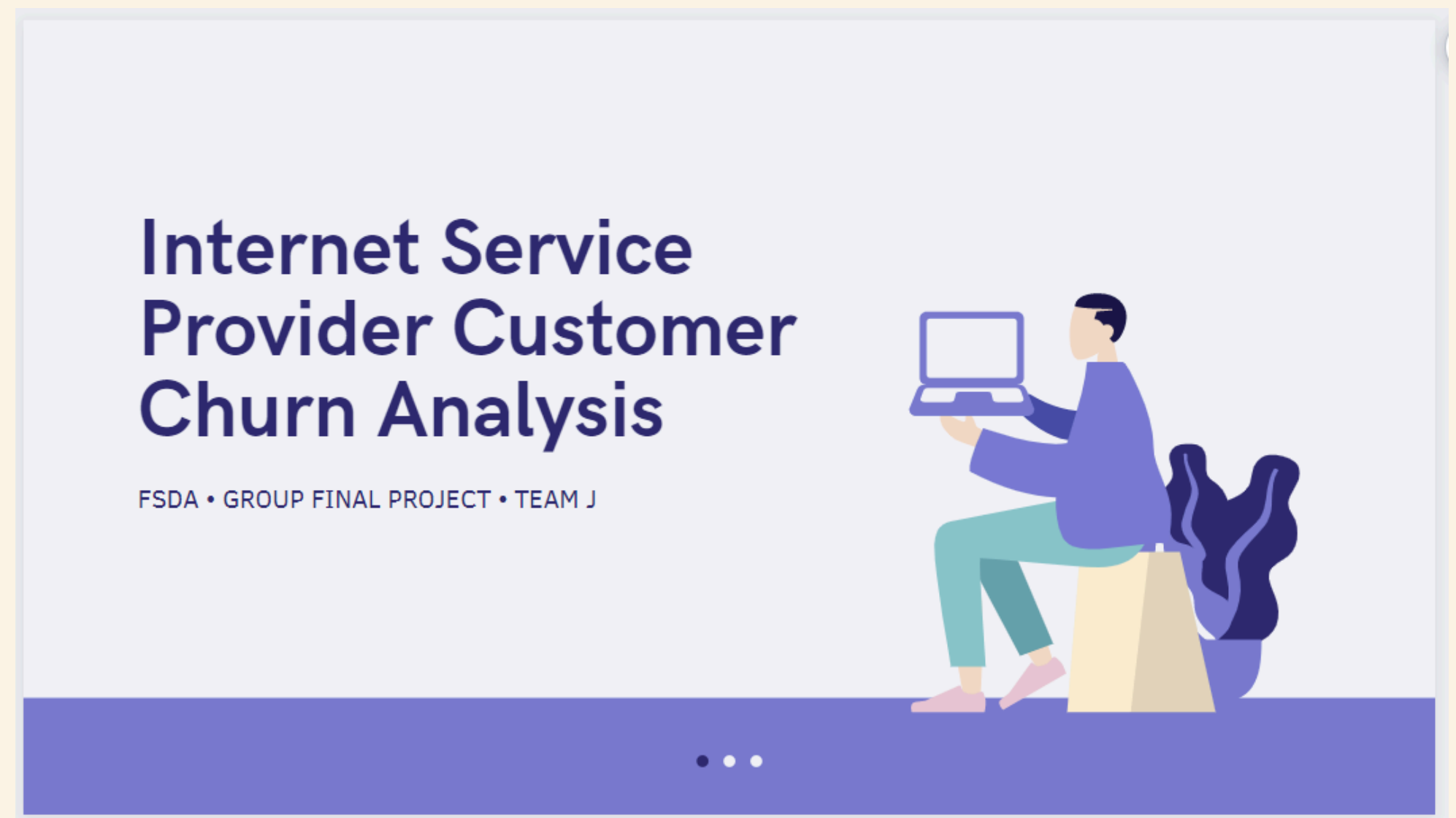
Dataset from Kaggle: <https://www.kaggle.com/datasets/mehmetsabrikunt/internet-service-churn>

Project Objective:

Identified the cause of customer churn and provide the recommendation to reduce churn rate.

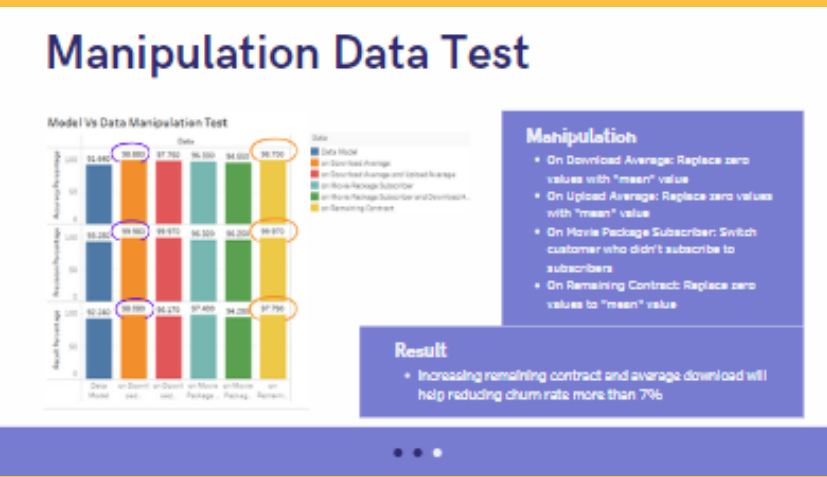
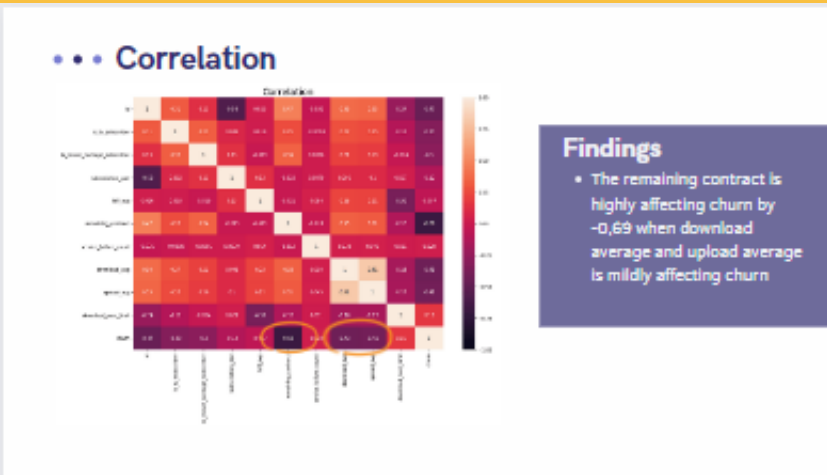
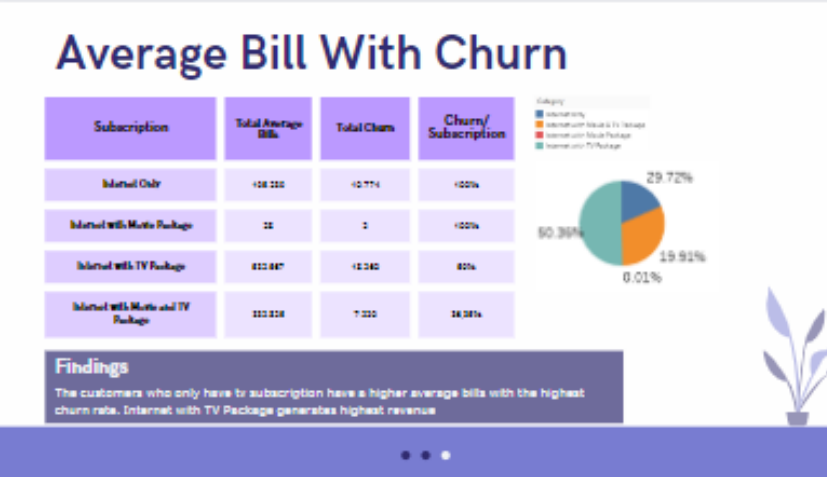
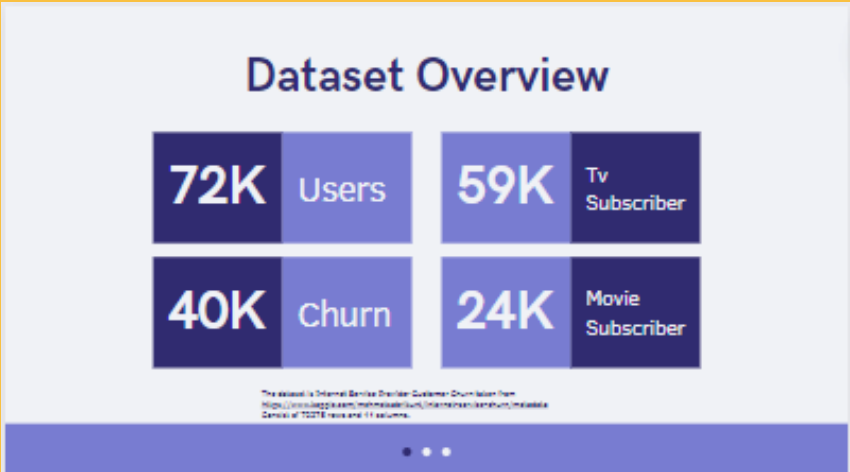
Task Done:

- *Preparing and cleaning the dataset*
- *Analyzing data with Exploratory Data Analysis*
- *Finding the most significant variable and manipulate data using the variable.*



RECOMMENDATION

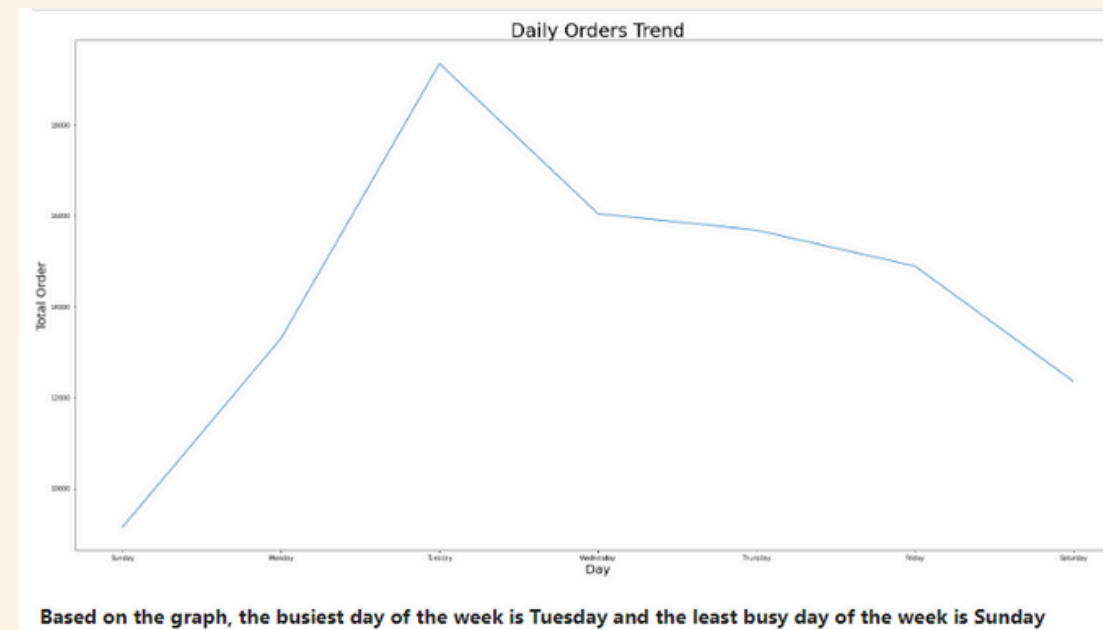
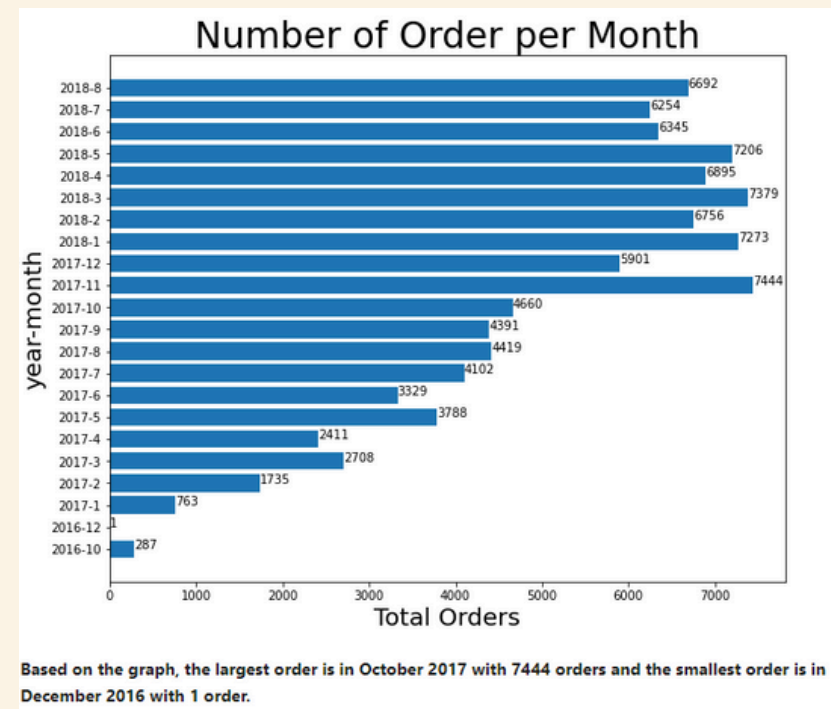
- Create a loyalty-based campaign to increase remaining contract, download average, and upload average to reduce churn
- Create promotion for up-selling programs to increase the number of the Internet with Movie and TV Package that proven to have the lowest churn rate
- Create a promotion that target an audience segmentation "user with subscription age 1-2 years" because subscription age around 2 years more likely to churn
- Increase the number of remaining contracts by creating a campaign for converting "non-contract users" to "users with contract"



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TREND AND USER BEHAVIOR ANALYSIS

Dataset is provided by Revou

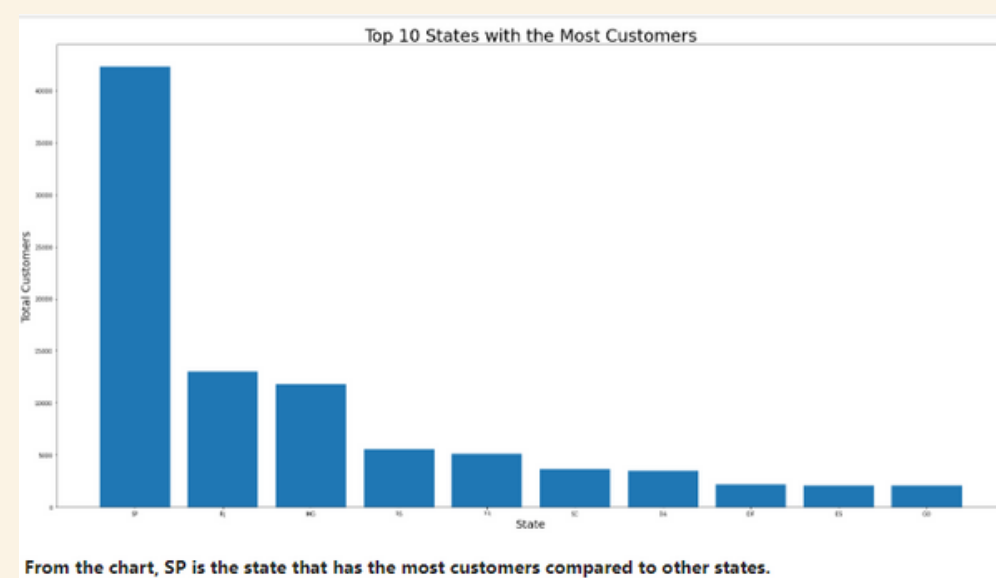
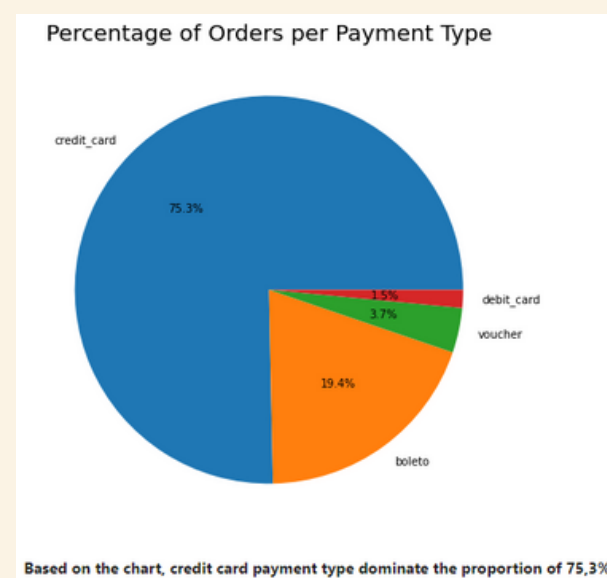


Project Objective:

This project is built for e-commerce or store owner that wants to increase their marketing conversion rate by using customer segmentation in Python

Task Done:

- *Preparing and cleaning the dataset*
- *Evaluating the descriptive statistics*
- *Viasualizing the order dataset and check the pattern or trend*

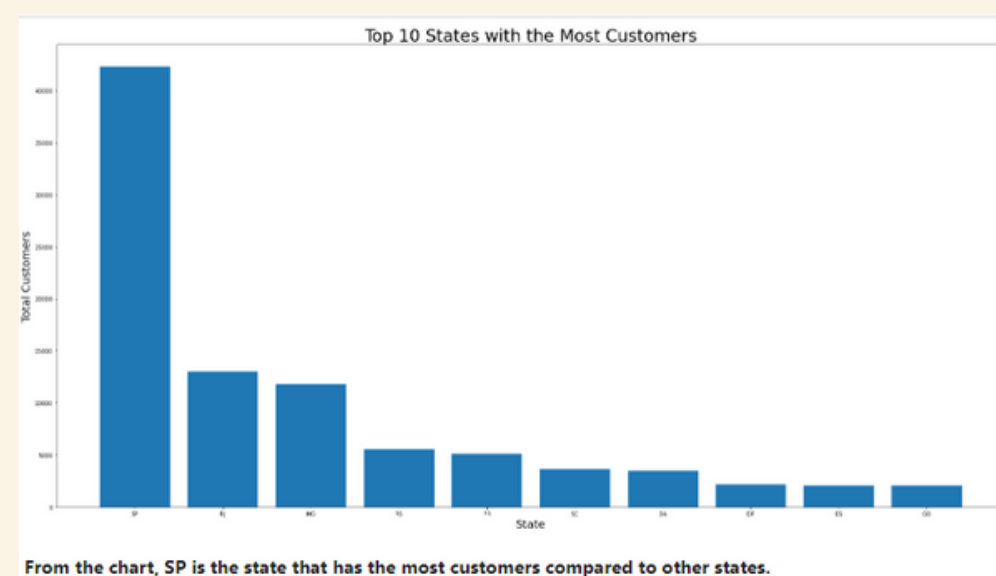
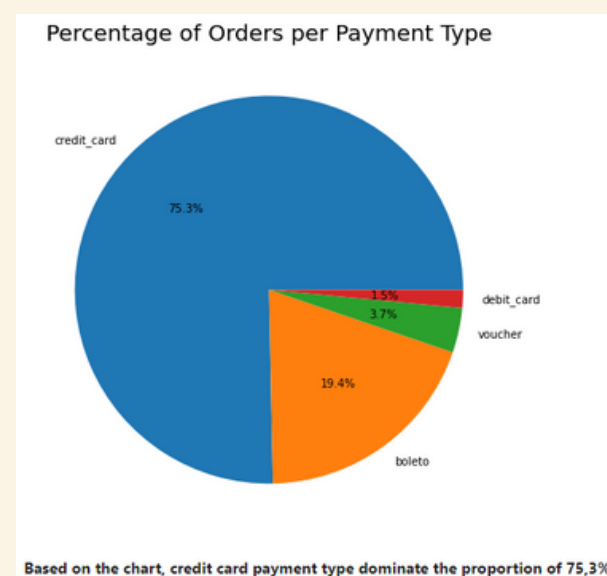
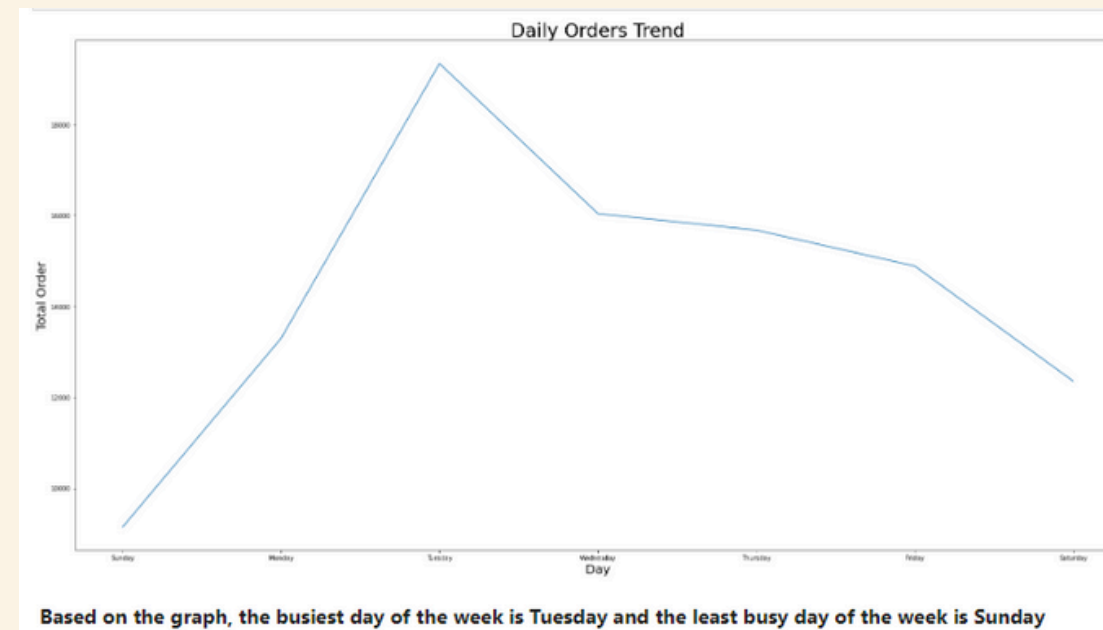
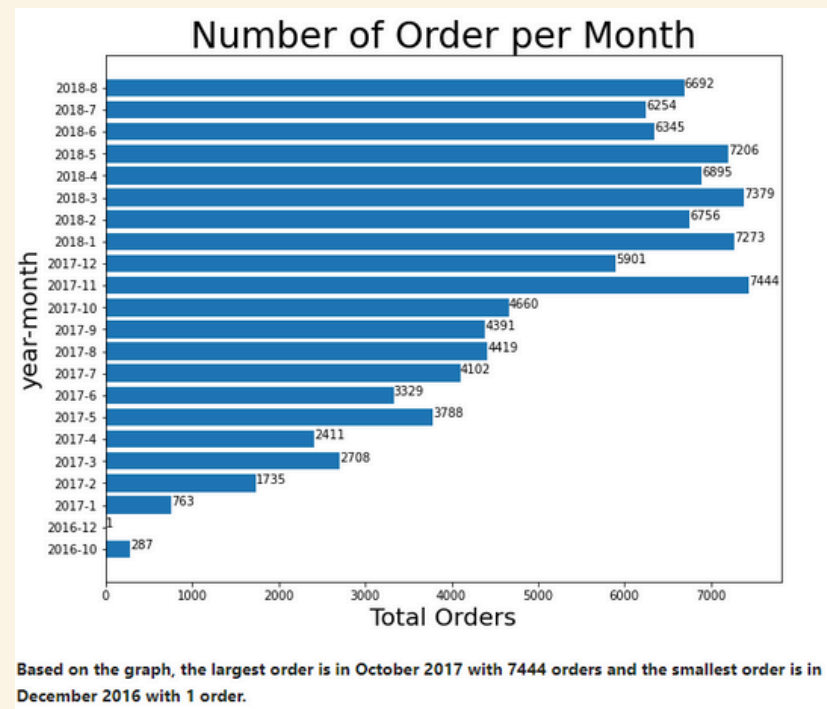


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TREND AND USER BEHAVIOR ANALYSIS

Dataset is provided by Revou



RECOMMENDATION

- Based on daily trend, conversion rate on Sunday is the lowest than other days. The company can give voucher or another promo on Sunday, so it raise the marketing conversion rate.
- Customer prefer to use credit card, it would be good if the company have partnership program with credit card company such as: discount or cash back.

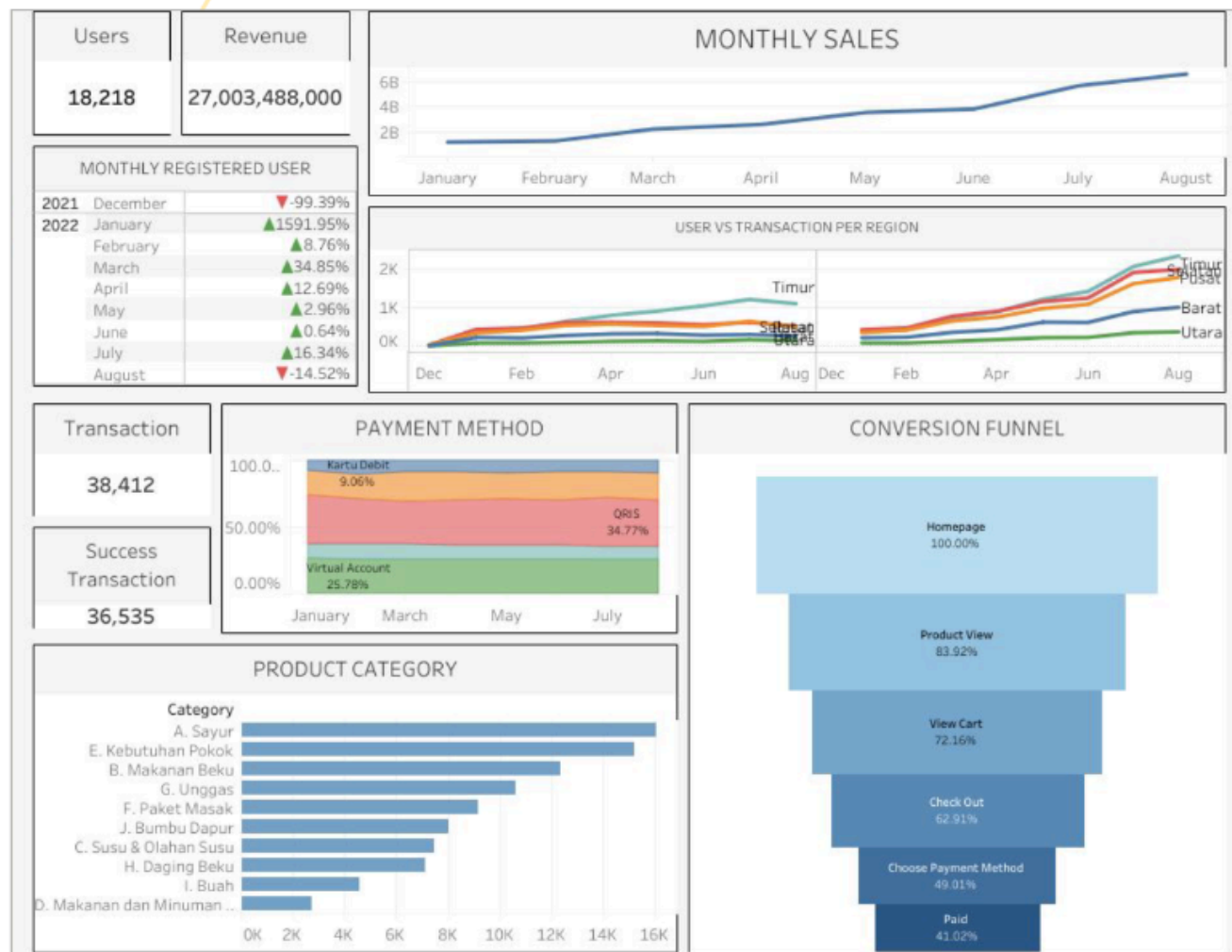
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KPI MANAGEMENT DASHBOARD

Dataset is dummy and provided by Revou

Middle Level Management Dashboard



- **QRIS and virtual account** are the 2 top payment method.
- Only **40% of total users** who go through all sessions until they **made a transaction**.
- **Vegetable** is the top selling product category and **8 times more popular** compared to snack which the least favorite product category.
- New **registered user** **decreasing 14%** in **August**.
- From 38,412 transactions, **10% failed** to make payment

The dataset is dummy and provided by Revou

Project Objective:

This project is done for Virtual Internship Revou x ASTRO. *Create the dashboard for company to Understand business performance, whether on an operational or strategic level in Tableau*

Task Done:

- *Preparing and cleaning the dataset*
- *Finding the business problem, and important metrics.*
- *Creating visualization and dashboard for Middle Level Management in Tableau*

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CUSTOMER SEGMENTATION

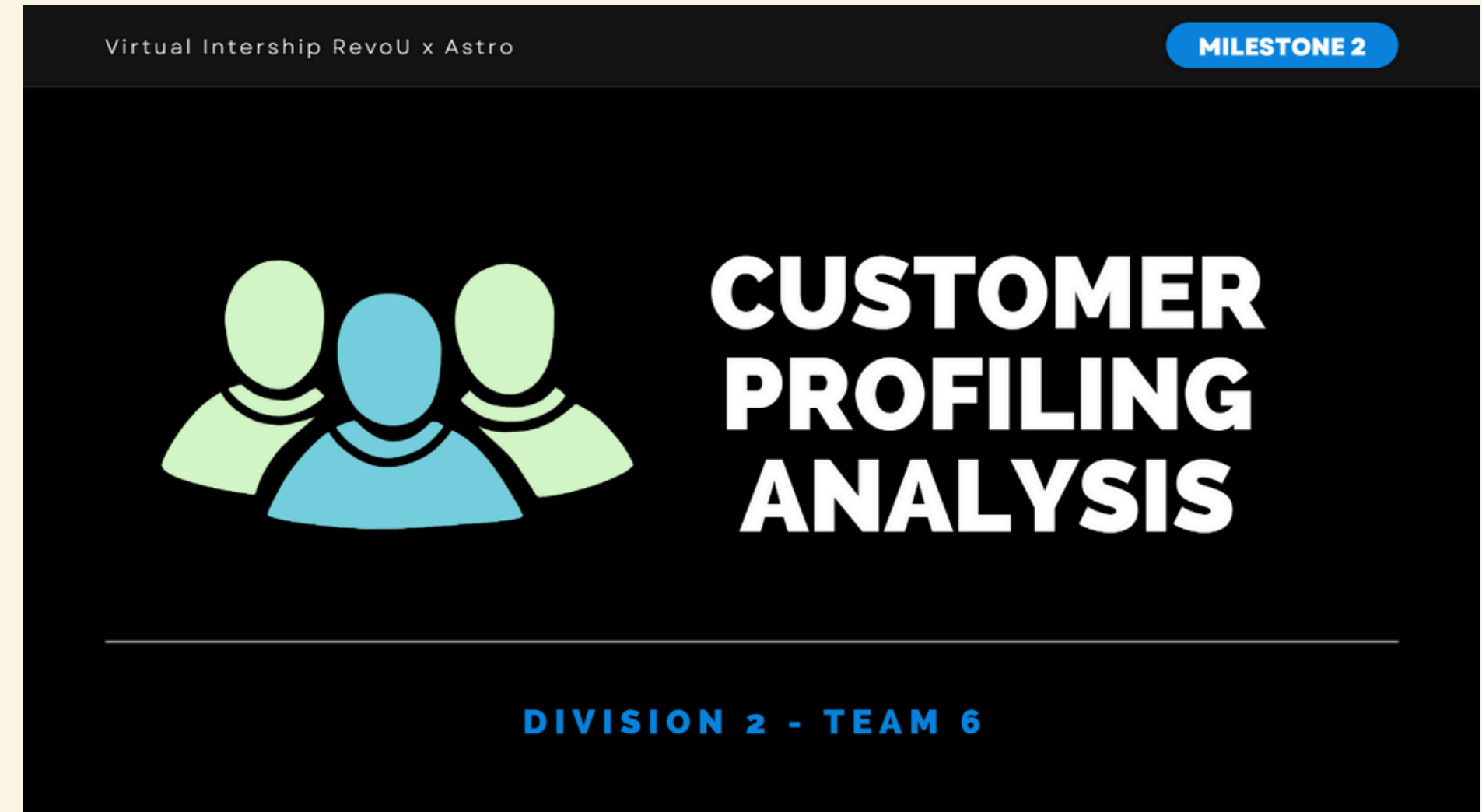
Dataset is dummy and provided by Revou

Project Objective:

This project is done for Virtual Internship Revou x ASTRO. Marketing team wants to know more about their customer characteristics to personalize the approach and define the marketing strategies better.

Task Done:

- *Clustering customer into groups using RFM Analysis*
- *Analyzing each group characteristics*
- *Providing recommendation for the prioritized group to increase user loyalty and conversion rate*



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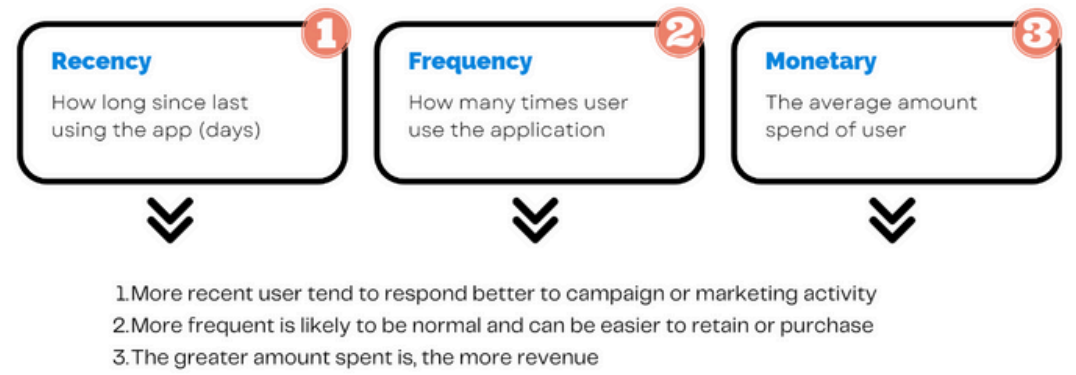
PRIORITIZED GROUP

We focus on astro-planet cluster because this cluster has the lowest conversion rate even though their monetary is the highest compare to other clusters.

RECOMMENDATION

- Create a Point-based program though rank of customer purchase. When customer reach a checkpoints they get a reward such as discount coupons.
- The goal of this program is to increase 8% (user continue the session until they make a purchase and not stopping at Choose Payment Method session)

CLUSTERING



The dataset is dummy and provided by Revou

MARKETING STRATEGIES



The dataset is dummy and provided by Revou

CLUSTER EXPLANATION

Based on the clustering, the user will be divided in 3 categories.



The dataset is dummy and provided by Revou

Connect

WITH ME



Bintang Candra Ayu Srikandi's Whatsapp



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Bintang Candra Ayu Srikandi



github.com/bcandraas