

I'm Bintang

Data Analyst and Data Scientist

“
Learning relentlessly,
growing insightfully,
delivering impact
through data

10+ Months 
Internship
Experience



Predictive Modeling



Insight Generation



Data Visualization



Data Integration

Portfolio →

Hire Me

ABOUT ME

Final-year Informatics student with a strong interest in **data analytics**, **business intelligence**, and **AI-powered digital solutions**. Gained 10+ months of internship experience in data and business analysis roles, with honed skills in data analysis, dashboarding, predictive modeling, and data integration to support strategic decision-making.

Proficient in working with large datasets using SQL, Python, and Excel/Spreadsheets. Experienced in building interactive dashboards and visualizations using Looker Studio, Power BI, and Tableau. **Analytical, adaptive, and collaborative, with a continuous drive to strengthen digital capabilities** in line with evolving technological trends.



Driven by curiosity and a strong sense of purpose, I always embrace challenges as opportunities to grow, contribute, and create meaningful impact using data 🥰

Interest

Data Analytics, Predictive Modeling, Dashboard Development, Business Intelligence, AI-Powered Solutions, Marketing Analytics, Large-Scale Data Processing, Data Integration, Performance Optimization.



EXPERIENCE



Soko Financial

Data Analyst Intern

Mar 2025 – Jul 2025

- Conducted text mining on **150+ data webinar feedbacks** entries using frequency analysis, topic modeling, and sentiment analysis to generate strategic product recommendations.
- Executed **web scraping from 15+ sources** and **analyzed 7 finance-related** content themes to support content and marketing decisions.
- **Analyzed 3,000+ social media data** (YouTube, TikTok, Instagram, Facebook, LinkedIn) to evaluate performance and engagement trends.
- **Built interactive dashboards** in Looker Studio to present key insights and support data-driven decision-making.

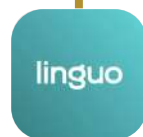


PT Tiga Pilar Familia

Data Analyst Intern

Mar 2024 – Jun 2024

- **Led a team of 2 in analyzing 1,500+ customer transactions** to identify purchase patterns and predict churn behavior.
- Developed **churn prediction model** using multiple ML algorithms and SMOTE, achieving **90.7% accuracy**.
- Generated measurable business impact by **cutting churn rate by 14.73%** and **increasing revenue by 18.9%** through a predictive model implementation.



Linguo ID

Business Development Analyst Intern

Aug 2023 – Nov 2023

- Performed **monthly performance analysis** and created analytical reports, delivering **10+ actionable insights** that supported business team.
- Tracked and evaluated **5 key performance indicators** (KPIs) per team member, ensuring alignment with business goals and **identifying 10+ improvement areas** that enhanced overall team efficiency.
- Conducted **market research, competitor pricing analysis, and developed 2 strategic plans** for product development and New Product Launch (NPL) based on the marketing mix framework

EDUCATION



Universitas Singaperbangsa Karawang

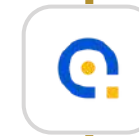
Informatics, Faculty of Computer Science | **CGPA:** 3.97/4.00

Sep 2022 – Jun 2026 (*Expected*)

Relevant Course: Artificial Intelligence, Machine Learning, Big Data Analysis, Business Intelligence, Statistics and Probability, Database, Image Digital Processing

Activities:

- Core Team Technical & Curriculum Data Science at GDSC Unsika (2023–2024)
- Social Project Teaching at SDN Sukaharja II (2022)



Startup Campus

Independent Study Data Science Track | **CGPA:** 94/100

Sep 2024 – Des 2024

Relevant Course: Foundation of Data Science (SQL & Python Basic to Advanced), Data Preprocessing, Machine Learning, Visualization (Tableau, Looker, Power BI)

Activities:

- **Top 50 awardees** MSIB Startup Campus from 8600+ applicants.
- **Team Leader** of Kawal EcoVista, managing a team of 6 members.



DQLAB

Data Analyst Bootcamp | **CGPA:** Excellent

Jan 2023 – Mar 2023

Relevant Courses: SQL Querying, Database Management, Query Optimization, ETL with Pentaho Data Integration, Data Cleansing with LinkR, Regular Expression (Regex), Python, Exploratory Data Analysis (EDA), Data Visualization with Streamlit, Machine Learning, Data Storytelling, Data Journalism.

LinkedIn



Also **active on LinkedIn** to share learning journeys, data-related insights, and collaborative projects in analytics and technology. Always open to connect with professionals and learners in the data field.

ORGANIZATIONAL EXPERIENCE

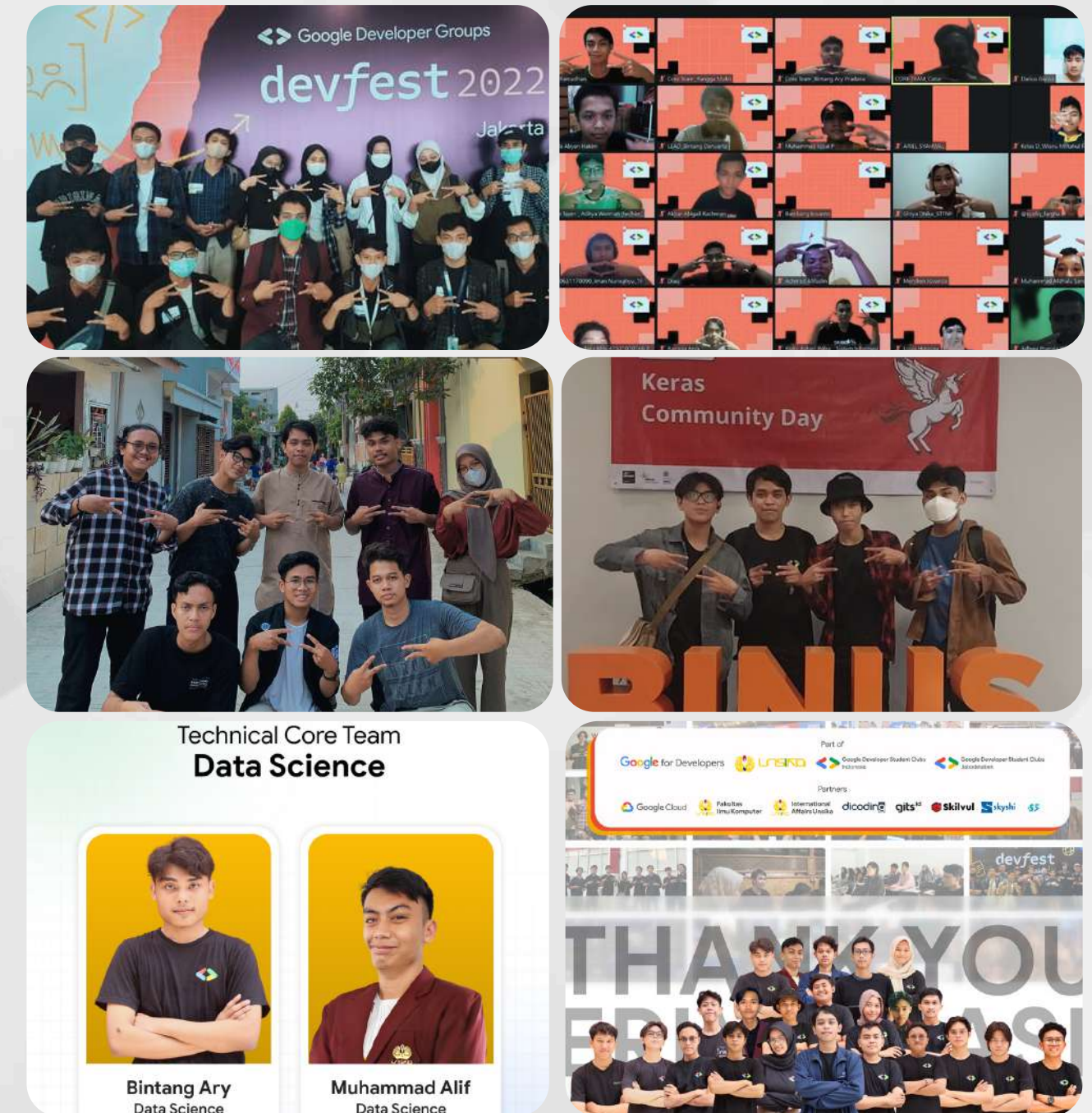


Google Developer Student Club (GDSC) Unsika

Curriculum & Technical Data Science Core Team

Aug 2023 – Jul 2024

- Led and presented in Tech Talks and Study Jam sessions on data science for 150+ members of GDSC Unsika in Indonesia, sharing insights about Google programs and facilitating knowledge exchange among members.
- Built and managed a collaborative learning environment that achieved over 95% participant satisfaction and significantly improved participants understanding of data science concepts and applications.
- Designed and developed a data science curriculum to strengthen analytical skills and real-world application.



ACHIEVEMENT

Top 6 Best Final Project Startup Campus MSIB 7



Aug - Dec 2024

Selected as one of the Top 6 Final Projects out of 25 teams in the Data Science Track of MSIB 7 Startup Campus. The project was recognized for its quality and was showcased in the final presentation session. Highlighted as one of the best outcomes of the program's capstone phase.

Semi Finalist National Business Plan Competitions



Jun - Oct 2024

Selected as a semi-finalist among 100+ teams in a national business plan competition organized by Universitas Negeri Surabaya. Proposed a digital health business plan focused on calorie tracking and fitness through a gamified smart app powered by artificial intelligence.

Sep 2023 - Present

Awardee of Beasiswa Unggulan Masyarakat Berprestasi 2023, a prestigious scholarship granted by the Kemendikbud Ristekdikti. Selected among 19,000+ applicants for outstanding academic and non-academic achievements. The scholarship supports individuals who contribute to national development and competitiveness.

Awaredee Beasiswa Unggulan



Top 6 Performers Student Data Science Track Startup Campus MSIB 7

Aug - Dec 2024

Recognized as one of the Top 6 performers in the Data Science track of MSIB 7 Startup Campus, based on active participation, strong initiative, and consistent academic performance. Selected for outstanding contributions across assignments, discussions, and overall engagement during the program.



SKILLSET

Hard Skills

- **Data Science**

Data Collection, Data Cleaning, Exploratory Data Analysis (EDA), ETL, Time Series Forecasting, Machine Learning (base & ensemble algorithms using Scikit-learn, TensorFlow, Keras, PyCaret, Statsmodels), Data Visualization, Web Scraping, Text Analysis, n8n AI Agent

- **Database Management**

JOIN, UNION, CTE, Subquery, Query Data, DDL, DML, DCL, Window Function, Regex

- **Business Skills**

Business Analysis, Strategy Planning, Market Research, Customer Behavior Analysis, KPI & Performance Tracking, Product Analysis, Pitching, Data-Driven Decision Making, Cross-functional Collaboration

Soft Skills & Interpersonal Skills

- **Problem Solving**

Defining Problem, 5 Whys Method, Brainstorming, Hypothesis Testing

- **Analytical Thinking**

Data Analysis, Descriptive, Diagnostic, Predictive, and Prescriptive Analysis, Root Cause Analysis, Comparative Analysis, Gap Analysis, Pattern & Trend Analysis, SWOT & TOWS Analysis, Correlation & Causation Understanding

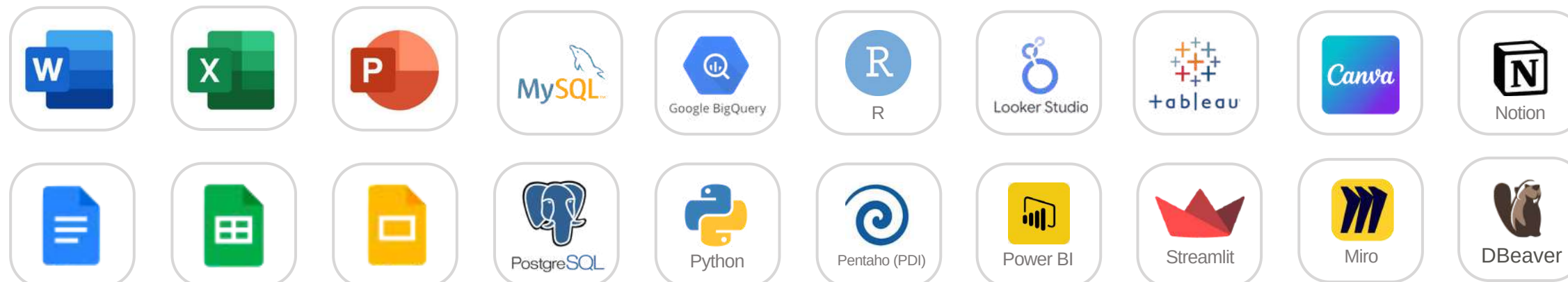
- **Management & Communication Skills**

Teamwork, Time Management, Project Management, Public Speaking, Data Storytelling

- **Interpersonal Skills**

Adaptability, Teamwork, Attention to Detail, Leadership, Collaboration, Active Listening

Tools



PROJECT

I have completed 20+ data projects across academic, personal project, and internship experiences. This portfolio highlights selected works that reflect practical applications of data analytics, modeling, data engineering, and visualization in diverse domains.

1

Forecasting Indonesia's Emission Future and Analyzing Clustering Pattern in Southeast Asia

2

Analyzing Public Perception of Shell Indonesia's Brand Reputation During Pertamina's Issues

3

Optimizing Bellabeat's Marketing Strategy From Smart Device Usage Trends

4

Bike Rental Demand Prediction in Washington D.C

5

Sales Performance Analysis of Coffee Shop Products In New York City

6

Other Projects

Forecasting Indonesia's Emission Future and Analyzing Clustering Pattern in Southeast Asia

Overview:

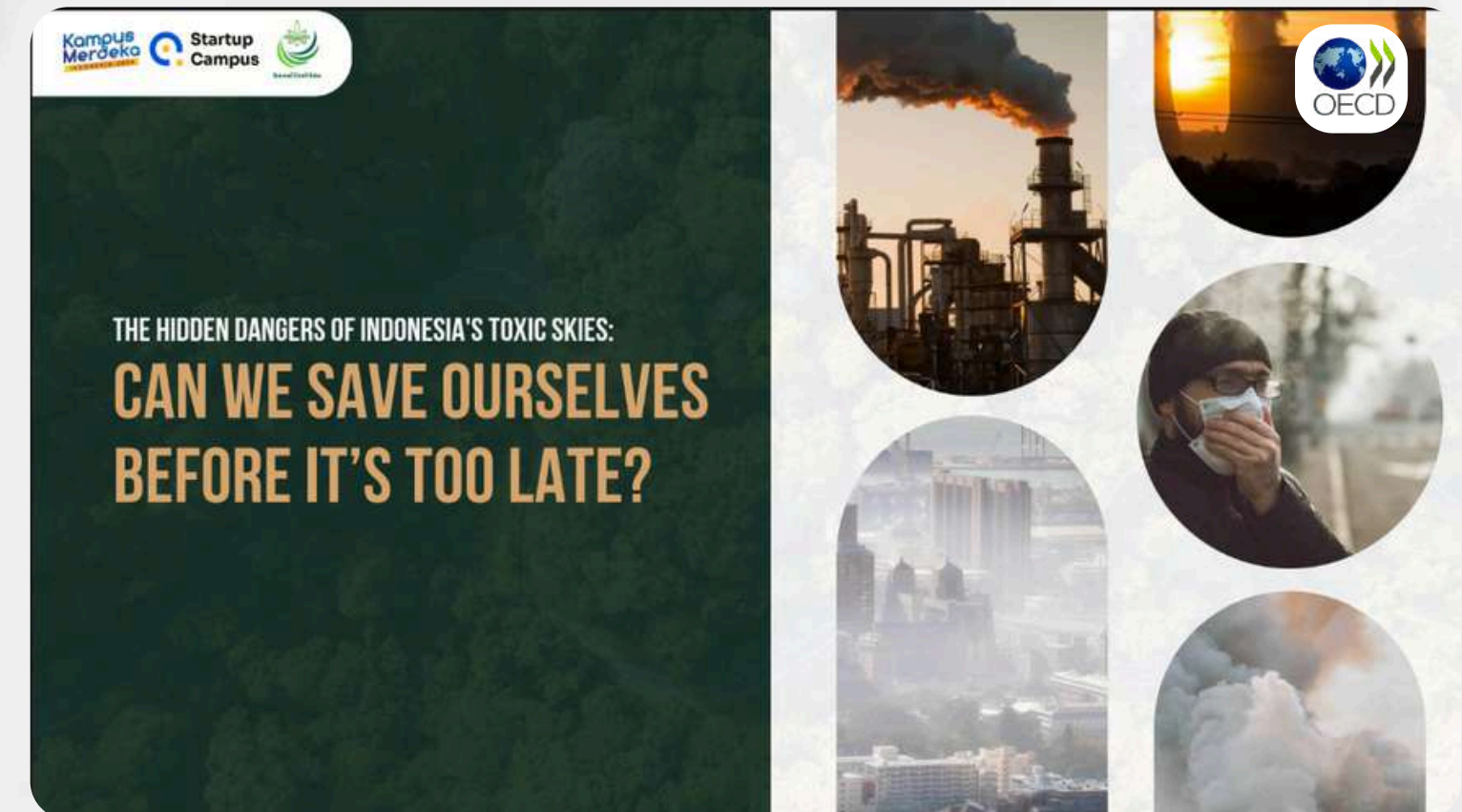
Forecasts Indonesia's emission trajectory and identifies key sectoral contributors affecting health, economy, and environment. Clustering analysis across Southeast Asian countries highlights regional emission patterns and benchmarks. Insights guide strategic policy actions for emission reduction, air quality improvement, and sustainable transition.

Highlight:

Analyzed Indonesia's key emission drivers and forecasted 10-year trends using ARIMA and tuned DES, with DES performing better. Benchmarked Southeast Asian countries using t-SNE and clustering comparison, with K-Means slightly outperforming other methods.

Key Findings:

- The main contributors to Indonesia's emissions are the energy sector, FOLU, and peat fires
- High emissions are associated with increased mortality rates and lower life expectancy
- CO₂ and GHG levels in Indonesia are projected to rise significantly until 2031 with error under 3%.
- Health spending per capita remains low, limiting the country's ability to improve public health outcomes.
- Indonesia has not implemented emissions-related taxes and renewable energy usage has stayed below 3% since 1998.
- Clustering analysis shows Indonesia lags in emissions management, while Singapore and Brunei demonstrate effective practices worth adopting.



Work Environment and Tools



Python Libraries: Pandas, Matplotlib, Seaborn, Plotly, Scikit-learn, Statsmodels, pmdarima, geopandas, json, etc.

[Link to deck presentation](#)

[Link to Dashboard](#)

Analyzing Public Perception of Shell Indonesia's Brand Reputation During Pertamina's Issues

Overview:

In mid-February 2025, public attention surged due to a fuel adulteration issue involving Pertamina, sparking widespread concern over fuel quality. As a competitor in the same sector, Shell Indonesia entered public discussions, raising questions about its perceived trustworthiness. Using data sourced from X, the analysis aimed to track sentiment shifts, emotional responses, and key discussion topics surrounding Shell, particularly as a competitor in the same industry as Pertamina.

Highlight:

Applied advanced NLP models to analyze public sentiment, topic, and emotions, uncovering key service and communication gaps to support Shell's brand strategy.

Model Used:

- Sentiment Classification: joeddav/xlm-roberta-large-xnli (Zero-shot classification)
- Emotion Detection: StevenLimcorn/indonesian-roberta-base-emotion-classifier
- Topic Modeling: BERTopic with indobert-base-p1 embeddings

Key Findings:

- Majority sentiment toward Shell remained positive, though public still showed signs of mixed trust through emotions like fear and uncertainty.
- Emotional tones were led by anger and sadness toward Shell, yet it received more happiness than Pertamina, reflecting mixed trust and rising public concern.
- Discussions centered on customer experience, cross-brand fuel comparisons, and service issues.
- Public demanded greater transparency, reliable supply, and clearer communication.



Work Environment and Tools



Python Libraries: Hugging face transformers, BERTopic, UMAP, HDBSCAN, CountVectorizer, indobert-base-p1, NLTK, matplotlib, seaborn, pandas, re, pipeline, etc.

[Link to deck presentation](#)

Optimizing Bellabeat's Marketing Strategy From Smart Device Usage Trends

Overview:

Bellabeat is a health-focused smart device company aiming to improve women's wellness through personalized insights. As a junior data analyst on the marketing team, I analyze smart device data to uncover usage patterns and deliver strategic marketing recommendations for the Bellabeat App. Insights from industry trends guide data-driven decisions to enhance user engagement and business growth.

Highlight:

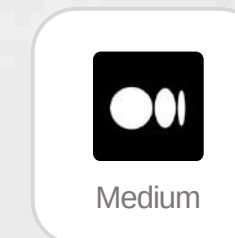
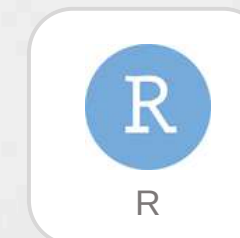
Analyzed physical activity, sleep trends, and behavioral patterns to generate actionable insights for increasing user engagement and wellness outcomes.

Key Findings:

- Activity levels peak on weekdays and Saturdays, with low engagement on Sundays.
- Higher activity correlates with better sleep quality, oversleeping occurs after intense activity.
- Most users fall into normal-to-overweight BMI categories,
- Manual data logging is common, but poses accuracy concerns.



Work Environment and Tools



R Packages: tidyverse, here, skimr, janitor, lubridate, dplyr, ggplot2, tidyr, ggrepel

[Link to deck presentation](#)

Bike Rental Demand Prediction in Washington D.C

Overview:

Bicycle sharing Washington D.C, are offer short-term transportation service by providing bicycles for communal use. These systems enable users to rent a bike from one location and return it to another within the network through automated kiosks or mobile apps. Users can pay via subscriptions or per-use charges, renting bikes from one location and returning them to another.

Highlight:

Developed a regression model to predict bike rental demand based on time, weather, and user behavior data

Model Used:

Random Forest Regressor outperformed other models (KNN, Decision Tree, Gradient Boosting) before tuning, achieving the best performance with RMSLE of 0.03645 and cross-validation score of 0.12158.

Key Findings:

- Rentals peaked during warmer months (March–October) and dropped significantly in winter.
- High demand occurred on weekdays during commuting hours (7–9 AM and 4–7 PM), while weekends were dominated by casual users.
- Clear weather led to more rentals, while rain and snow reduced usage.
- Weekdays showed more structured usage patterns, while weekends saw extended leisure activity throughout the day.



Work Environment and Tools



Python Libraries: Pandas, Numpy, Seaborn, Matplotlib, Scikit Learn, KNN, Decision Tree, Random Forest, GBoosting, etc.

[Link to deck presentation](#)

Sales Performance Analysis of Coffee Shop Products In New York City

Overview:

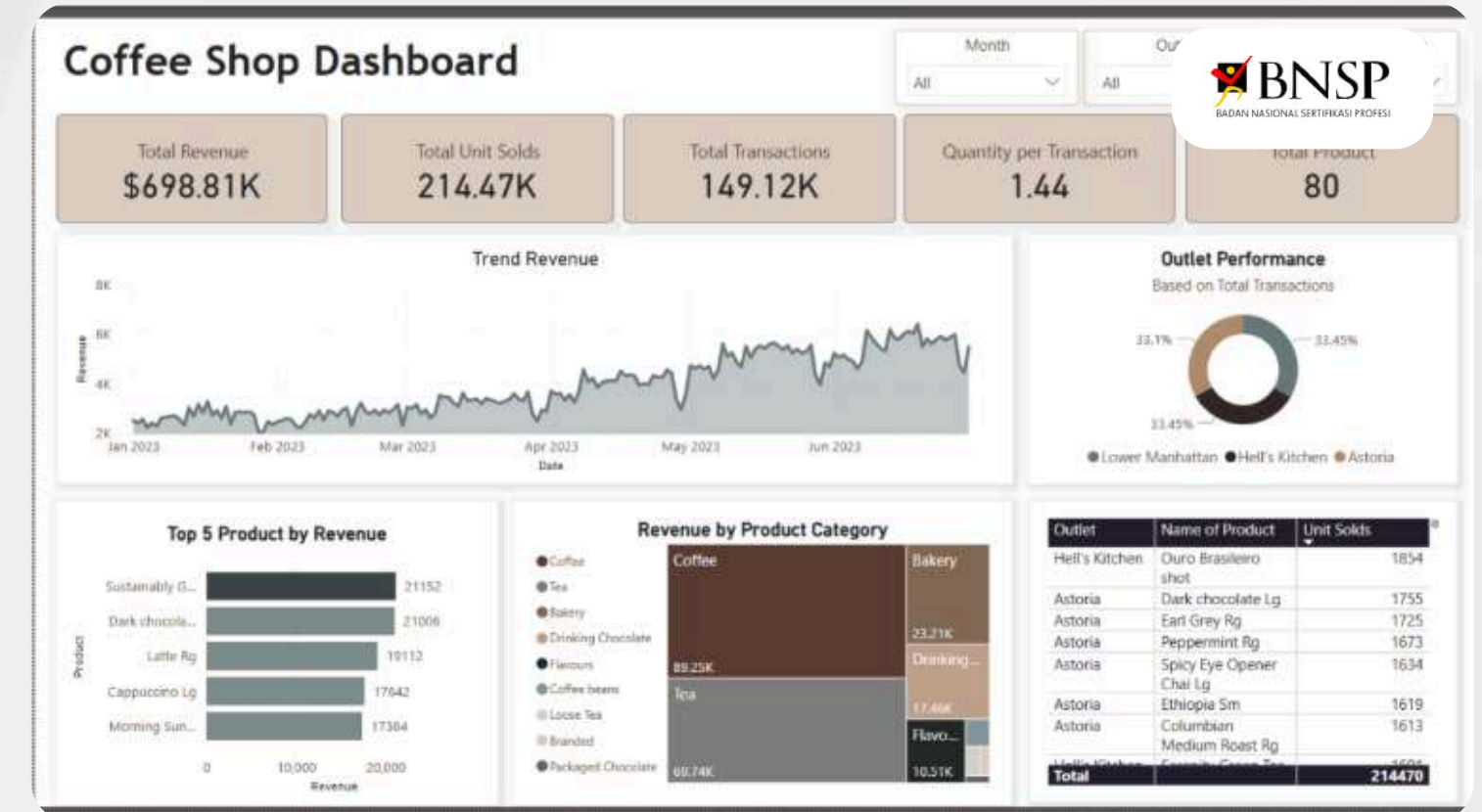
The coffee shop industry is growing rapidly, driving intense competition among businesses with similar offerings. While large volumes of transactional data are available, many owners still depend on intuition over data-driven strategies. This project analyzes sales transaction data to uncover key patterns and performance trends. The insights aim to support better decisions in marketing, inventory planning, and outlet development.

Highlight:

The analysis covers revenue trends, top-selling outlets and products, category performance, and product preferences across different locations.

Key Findings:

- Revenue consistently increased from January to June 2023, with minor dips at the end of each month.
- Lower Manhattan was the highest-selling outlet, contributing over 33,451% of total sales.
- Sustainably Grown Organic Lg generated the highest revenue among all products.
- Coffee dominated sales, far outperforming other categories like Tea and Bakery.
- Each outlet had different best-selling products, reflecting varied customer preferences by location.



Work Environment and Tools



Key Techniques: Data cleaning & transformation (Power Query), analytical SQL with CTEs & window functions (PostgreSQL), and interactive dashboarding (Power BI)

[Link to Report](#) [Link to Dashboard](#)

OTHER PROJECTS



Other projects can be found in my portfolio on [Notion](#), accessible through the link provided above. Feel free to explore for more detailed insights into my work and experience.

PROFESSIONAL CERTIFICATE

[See More Certificates](#)



Certified Data Analyst
by BNSP (2025)



TETRIS IV Data Analyst
by DQLAB (2024)



Google Data Analytics
by Google (2023)



SQL (Advanced)
by HackerRank (2024)



SQL (Intermediate)
by HackerRank (2024)



SQL (Basic)
by HackerRank (2024)



Thank You

Looking forward to contributing and continuously developing
new skills along the way 😊



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Purwakarta, Indonesia