BINTANG RIZQI KHAIRULLAH

Data Enthusiast
Bekasi, Cikarang Selatan, 17530 | +6285211803990 | Bintangrizqi21@gmail.com
https://www.linkedin.com/in/bintang-rizqi-khairullah
https://public.tableau.com/app/profile/bintang.rizqi.khairullah/vizzes
https://bintangrizqikhairullah.github.io/ | https://github.com/bintangrizqikhairullah

SUMMARY

An adept data enthusiast with a strong foundation in statistics, complemented by prior experience in the food and beverage (F&B) industry. Recently completed an intensive data science course, sharpening skills in data analysis, and machine learning. Proficient in transforming complex datasets into actionable insights to facilitate strategic decision-making and drive business growth. Passionate about harnessing data to uncover opportunities and empower organizations with actionable analyses.

PROFESSIONAL EXPIRIENCE

Marketing Analyst Intern May 2024 - Present
Makan Minum Group, Yogyakarta

- Developed Dashboards using Looker Studio to help marketing team to monitor Instagram reach, engagement, profile visits, website tap, and other relevant metrics, and analyzed these using linear regression models to assess their impact on net sales.
- Performed Regional Analysis to identify the best districts for opening new outlets in Bandung, Yogyakarta, Malang, and Magelang using external data.
- Applied hierarchical clustering method and Boston Consulting Group matrix to analyze menu's performance.
- Conducted time series analysis using (Long Short Term Memory and Seasonal Autoregressive Integrated Moving Average (SARIMA) to forecast net sales on low season.

Sales Administrator August 2022 - September 2023
Coca – Cola Europacific Partners, Bekasi

- Developed automated Microsoft Excel templates and utilized SAP Sales & Distribution to generate reports supporting the sales and local key account teams.
- Monitored various metrics including stock keeping unit, selling in, weekly sales volume, last year volume, and active outlet of Local Key Accounts.
- Collaborated with the Sales and Key Account teams to ensure accurate data maintenance and coordination.

Statistician Intern June 2020 - August 2020
Secretariat Directorate General of Horticulture, Jakarta

- Leveraged the R programming language for data analysis, focusing on panel data.
- Identified key factors contributing to increased shallot production.

EDUCATION

Purwadhika Digital Technology School November 2023 - Present
Job Connector Data Science Program, Jakarta
Learned to conduct data analysis utilizing a variety of tools, including Python, SQL, Tableau, Microsoft Visual Studio, Jupyter Notebook, and machine learning algorithms.

IPB University September 2017 - April 2022
Statistics, Bogor

- Honors: *Cum Laude* (GPA: 3.56/4.00)
- Thesis: ”Geographical and Temporally Weighted Regression to Modelling Poverty Rates in Central Java in 2017-2019”

SKILLS

- Python
- Tableau
- SQL
- Looker Studio
- R
- Microsoft Visual Studio
- Microsoft Office

PROJECTS

Simple Library Application
Python, being an open-source programming language, offers extensive versatility across various applications. In this project, Python's versatility is showcased through the development of a straightforward application capable of performing Crude operations (Create, Read, Update, and Delete) to manage a library's book database.

Covid 19 Dashboard
The COVID-19 pandemic was a significant phenomenon, emphasizing the critical importance of real-time, up-to-date data for government decision-making regarding subsequent actions. This project involved the creation of a data visualization dashboard using Tableau to address this need.

Borough Taxi Trip Analysis
Borough taxi data is crucial for optimizing business strategies and efficiency in the industry. This project extracts insights from NYC borough taxi trip data to benefit companies and drivers. By uncovering patterns, businesses can boost profitability and lower costs. The analysis found low popularity of borough taxis outside Manhattan. To improve business in these areas, strategies like offering coupons or adjusting fares are needed.

Bank Marketing Campaign Classification
In the competitive financial industry, banks face the challenge of identifying potential customers for term deposit accounts. To address this, a CatBoost model achieved an impressive f1 score of 0.7295, outperforming other models. This model accurately predicts customer behavior, aiding banks in targeted marketing efforts.