Bekasi, West Java

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EMPLOYMENT

Junior Data Analyst   **Loket Gotix (Gojek Entertainment Group)**   **May 2022 - Current**

• Developed an automated dashboard to track key performance indicators, trends and also ongoing campaign business metrics, resulting in 90% reduction of manual data entry.

• Conducted data mining from Metabase and Biquery, cleansing over 1M records to ensure accuracy in reporting.

• Crafted & delivered data-driven insights through periodic reports with descriptive to diagnostic analytics to improve visibility into business performance.

• Analyzed & interpreted user behavior data, applying statistical knowledge such as mean, median and quantiles to group customers by profiles.

• Executed A/B testing to measure user behavior from each segmented group during campaign, resulting in a 5% increase in overall engagement.

Stack: Metabase, Bigquery, SQL, Jupyter, Python, Google Sheets, Google Slide, Google Data Studio, Dbeaver

Data Scientist, Intern   **Telkom Indonesia**   **Sep 2021 – Feb 2022**

• Developed automated script to scrape data from Twitter and PlayStore, gathering over 20k of data about Telkom products.

• Developed & applied machine learning classifier to label datasets with +77% accuracy & +75% recall, reducing labeling time by 70%.

• Conducted sentiment analysis of customer feedback to identify trends and extract hidden insights on Telkom products, increasing efficiency by 20%.

Stack: Python, Google Colab, Excel, Google Slide

EDUCATION

Bandung, West Java   **Telkom University**   **Aug 2018 – March 2022**

• B.C.S. in Computer Science March 2022. GPA: 3.67.

• Published a paper to IEEE titled "Sentiment Effect on Mandiri Bank Stock using Feature Expansion Word2vec and Classification Method Gradient Boosted Decision Tree".

TECHNICAL EXPERIENCE

Projects

• **CNN News Category Classifier** (2021). End-to-end data science project. Scrape data from CNN website using selenium then building models with SVM. Created a simple web app using Flask and deploying it to heroku.

• **Social Media Sentiment Analysis** (2021). Scrape data from various social media about telkom university and create sentiment analysis models.

Skills and Technologies

• Python, SQL, Shell Scripting, Data Analysis, Machine Learning, Data Wrangling, Data Cleaning, Data Visualization, Data Storytelling

- Jupyter Notebook, Visual Studio Code, Google Sheets, Google Slide , Google Data Studio, Tableau, Git, Github