

# Data Science Portofolio

Hello, my name is Camelia Fitrianty

I have completed my bachelor degree on 2022, my major is Accounting and i interested to switch career in data and analytics

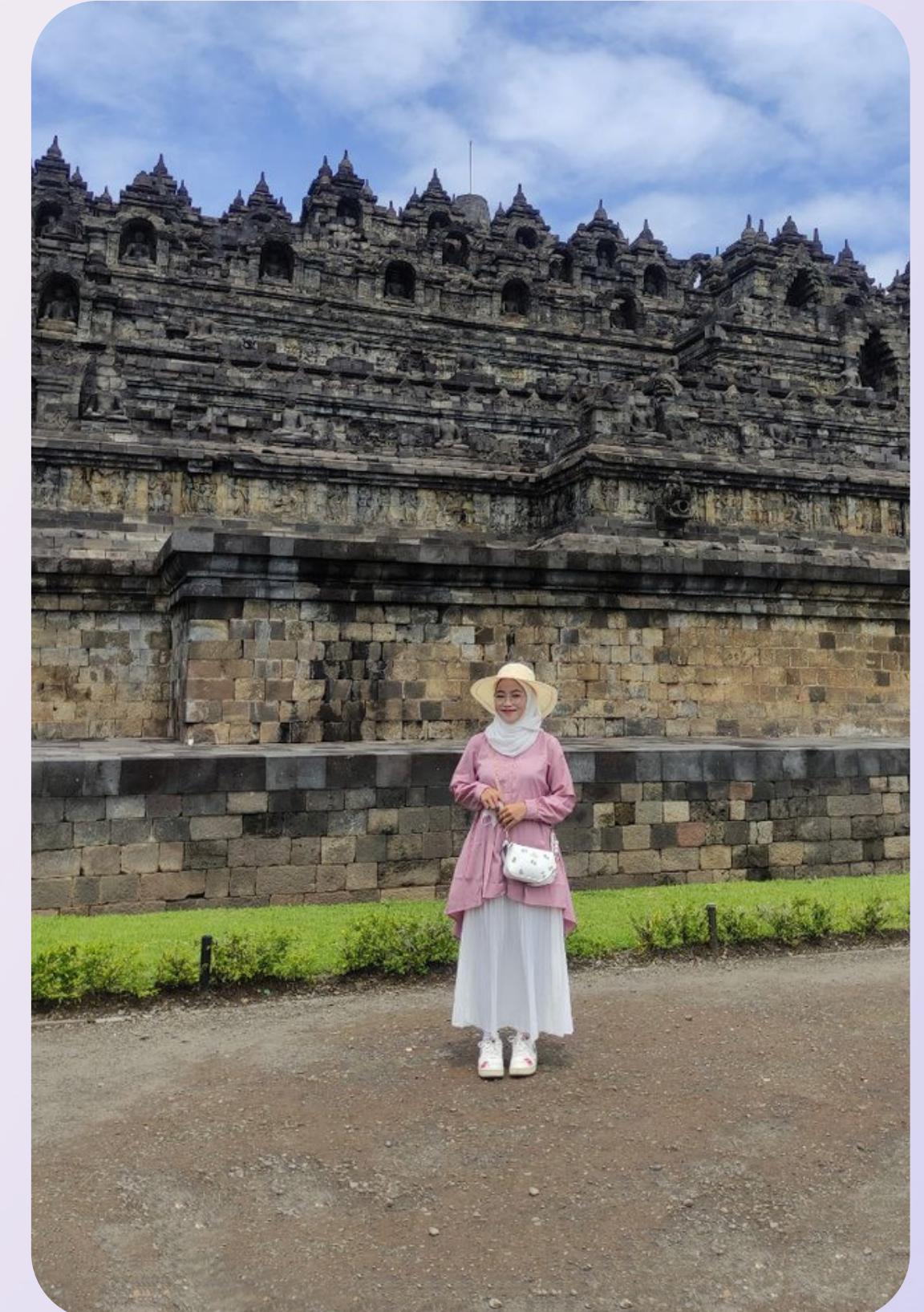
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# • Education



SMK N 3 Balikpapan  
Computer & Network  
Engineering  
2014-2017



STIE Balikpapan  
Accounting (GPA 3.72)  
2018-2022

# Courses



diBimbing.id  
Data Science  
2022 ( $\pm$ 5month)



DQLab x DTS  
Data Analyst  
2022 (1 month)

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# Work

## Experience

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PT. Pratasaba Apta Astama (Sep 2022 - Mar 2023)  
as Admin Accounting

- Adjusted transaction receipts with daily recap reports from physical and excel data
- Inputed daily recap reports into the accurate system
- Matched a bank book with the proof of transaction
- Created daily purchase and sales invoices regarding bills and expenses at the resort
- Ordered tickets, emailed, make purchases and sales invoices for tour and travel customers
- Archived documents

PT. Nurmala Sufi Jaya Abadi (Jun 2022 - Aug 2022)  
as Administration Staff

- Received incoming calls
- Created a correspondence
- Managed daily payment processing and drafted related financial documents.
- Produced detailed reports to track trends and keep senior management informed.
- Drafted and distributed invoices for outstanding payments.

Amour Boutique (Aug 2017 - May 2022)  
as SPC and Cashier

- Learned about competitors' products and consumers' interests
- Identified potential marketing opportunities to increase brand awareness.
- Utilized social media to engage target audience and promote products.
- Resolved conflicts and negotiated mutually beneficial agreements between parties.
- Received and processed stock into inventory management system

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# Skills

- 1 Python
- 2 SQL
- 3 Machine Learning
- 4 Data Visualization
- 5 Tableau
- 6 Business Analysis

# • Data Science Project

01

**Regressor - Shipping time**

Link : <https://github.com/cfitrianty/Predict-Shipping-time---Superstore-Sales>

02

**Clustering - Customer Hotel Segmentation**

Link : <https://github.com/cfitrianty/Customer-Segmentation---Hotel-Lisbon-Portugal>

03

**Classification - Customer Bank Churn**

Link : <https://github.com/cfitrianty/Bank-Churn-Predict-Classification>

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# 1. Shipping Time Predict

## ● Problem Definition

Because it has been established for a long time, there are many branch stores scattered in various countries, the number of customers is increasing, which allows the warehouse to be out of stock.

Using sales reports from 2014 to 2017 as research data to predict shipping time, when the goods ordered by customers will be delivered by the seller.

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# 1. Shipping Time Predict

## ● Steps

Data Handling 01

02 Data Understanding

EDA 03

04 Data Preprocessing

Modelling 05

06 Conclusion

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# 1. Shipping Time Predict

## Potential Impact using Random Forest Regressor

MODEL	Train_score	Test_score	R Squared	RMSE	MAE
KNeighbors Regressor	0.701244	0.407641	40.764102	0.604310	0.580173
Decision Tree Regressor	1.000000	0.470545	47.054487	0.483333	0.518563
Random Forest Regressor	0.961155	0.716753	71.675315	0.428220	0.277420
AdaBoost Regressor	0.682103	0.671296	67.129640	0.468312	0.321941
GradientBoosting Regressor	0.710975	0.683434	68.343354	0.457489	0.310054
XGBoosting Regressor	0.906239	0.704719	70.471915	0.436571	0.289206

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- On average 1 transaction per customer varies on the 4 – 5th day, if there are 100 transactions ordering goods in a day. The model is able to predict how time it will take the seller to deliver the good in 72 transactions correctly.
- MAE 0.27 means that when predicting the 4th day average in shipping\_time there is an error of around 27%

# 1. Shipping Time Predict

## Recommendation for business

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Give notification for customer to estimate shipping time before payment



Always provide goods in the warehouse, especially for the most sold of goods



When the goods ordered take a long time to deliver, we can give customer a choice for other goods in the same sub category

# 2. Clustering Customer Hotel



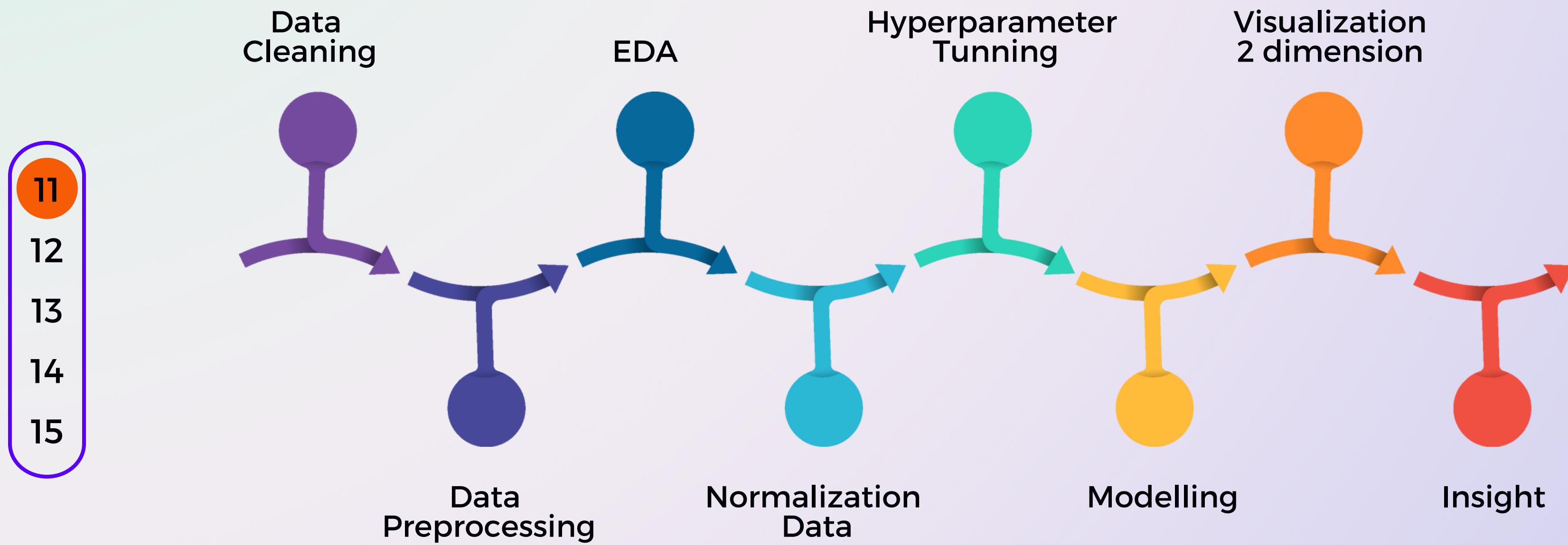
## Problem Definition

Lots of customer data at a hotel in Lisbon, Portugal (2015-2018), will make it easier for the scope of data science to group customers according to personality, behavior, demographics. The goal is to make marketing more targeted with different customer groups.

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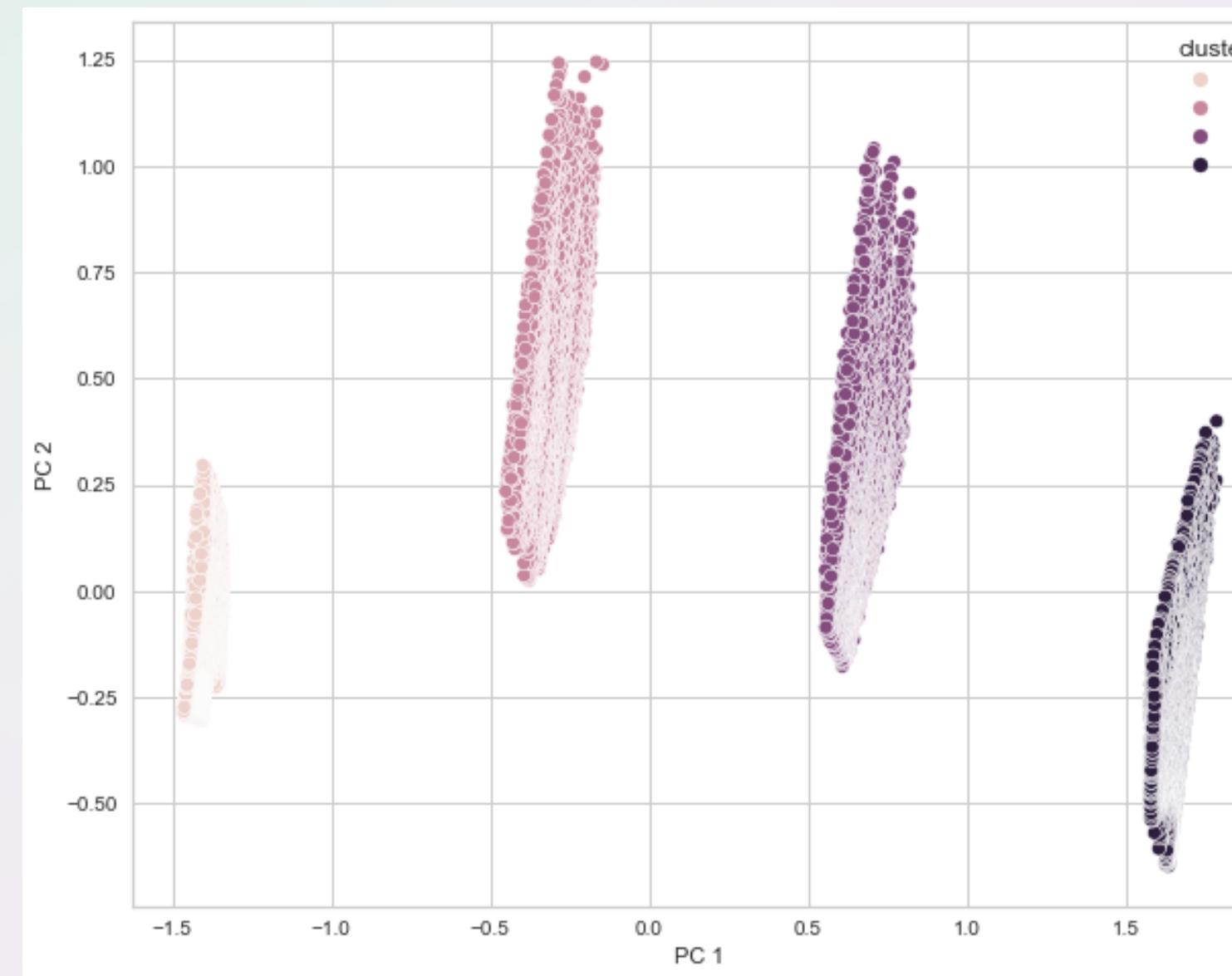
# 2. Clustering Customer Hotel

## ● Steps



# 2. Clustering Customer Hotel

## Result



- Modelling using K-Means Clustering
- Reduction PCA for visualization 2 dimension

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# 2. Clustering Customer Hotel

## ● Insight

Cluster	MEAN				
	Age	DaysSinceCreation	AverageLeadTime	PersonsNights	TotalRevenue
0	40.578397	193.626913	8.235495	0.757082	65.115519
1	49.893158	487.818873	174.140225	6.462568	421.012747
2	46.355814	354.904266	55.517755	8.051899	612.276833
3	46.039212	831.553850	37.935138	4.479737	290.420243

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# 2. Clustering Customer Hotel

## Recommendation Business



The hotel can provide special prices for each agent who brings guests to stay at the hotel



The hotel can work with travellers to provide hotel stay packages that include accommodation, transportation and meals.



The hotel can work with companies for business expansion with cheap packages for half/full day meetings.



Always update hotel rooms or other stay packages on the website, so that online sales increase. You can also add it to other platforms.



For every transaction above 500 dollars, the hotel can give free showcase or merchandise to customer.

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# 3. Bank Churn Predict

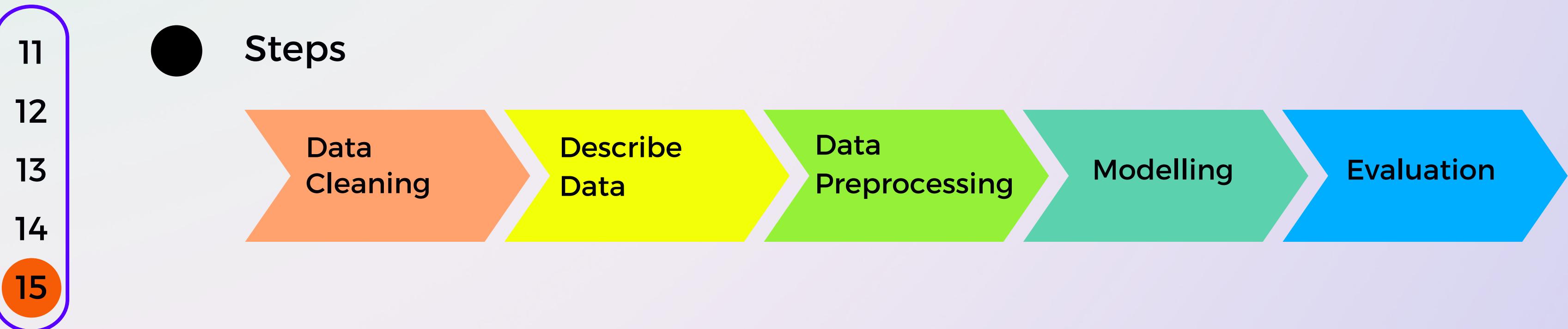


## Problem Definition

This research was conducted to identify customers who would choose to stay in the bank or leave. By building machine learning model that is able to predict it. For help sales teams conduct more effective marketing campaigns or higher profits.

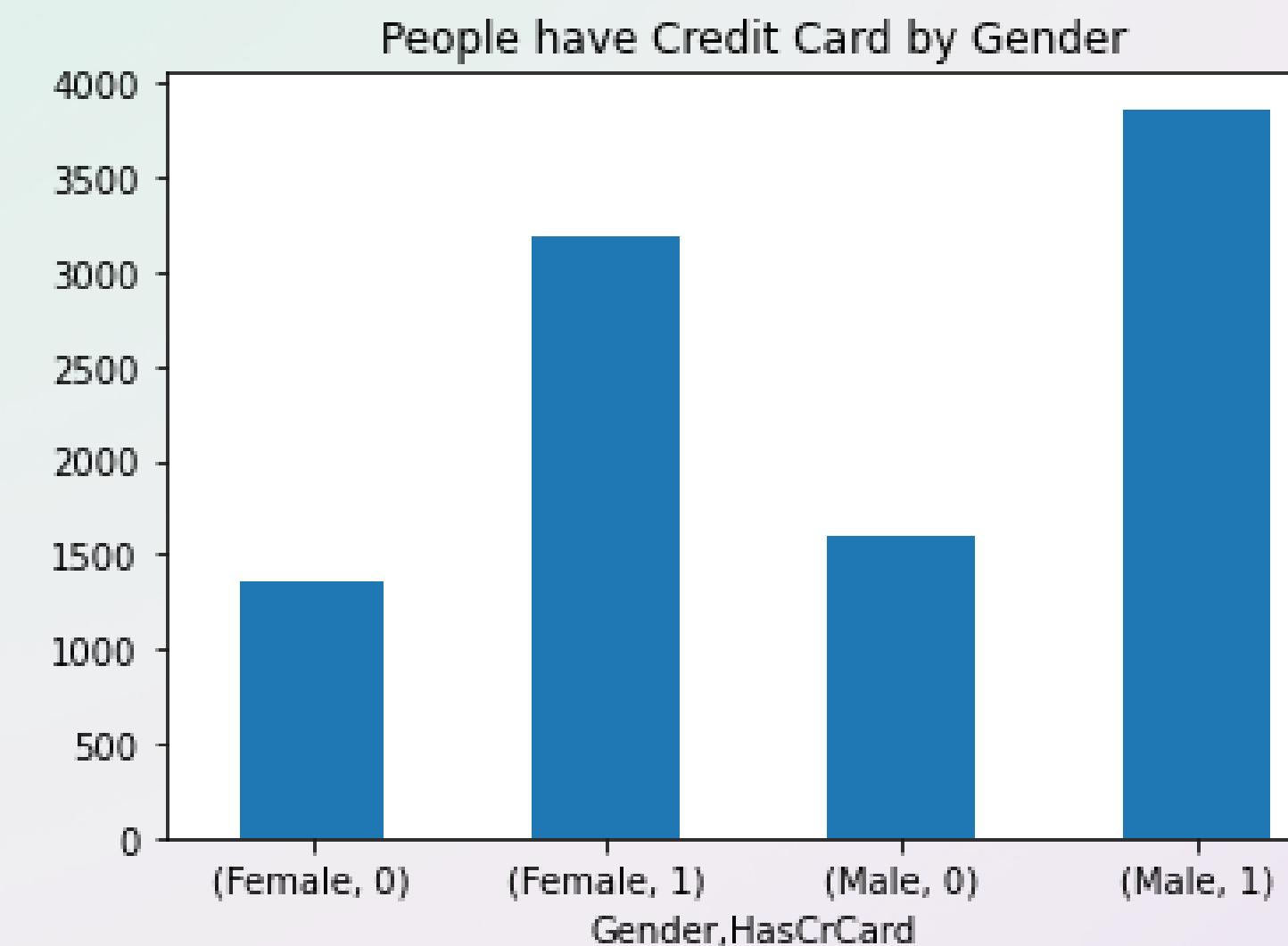


## Steps

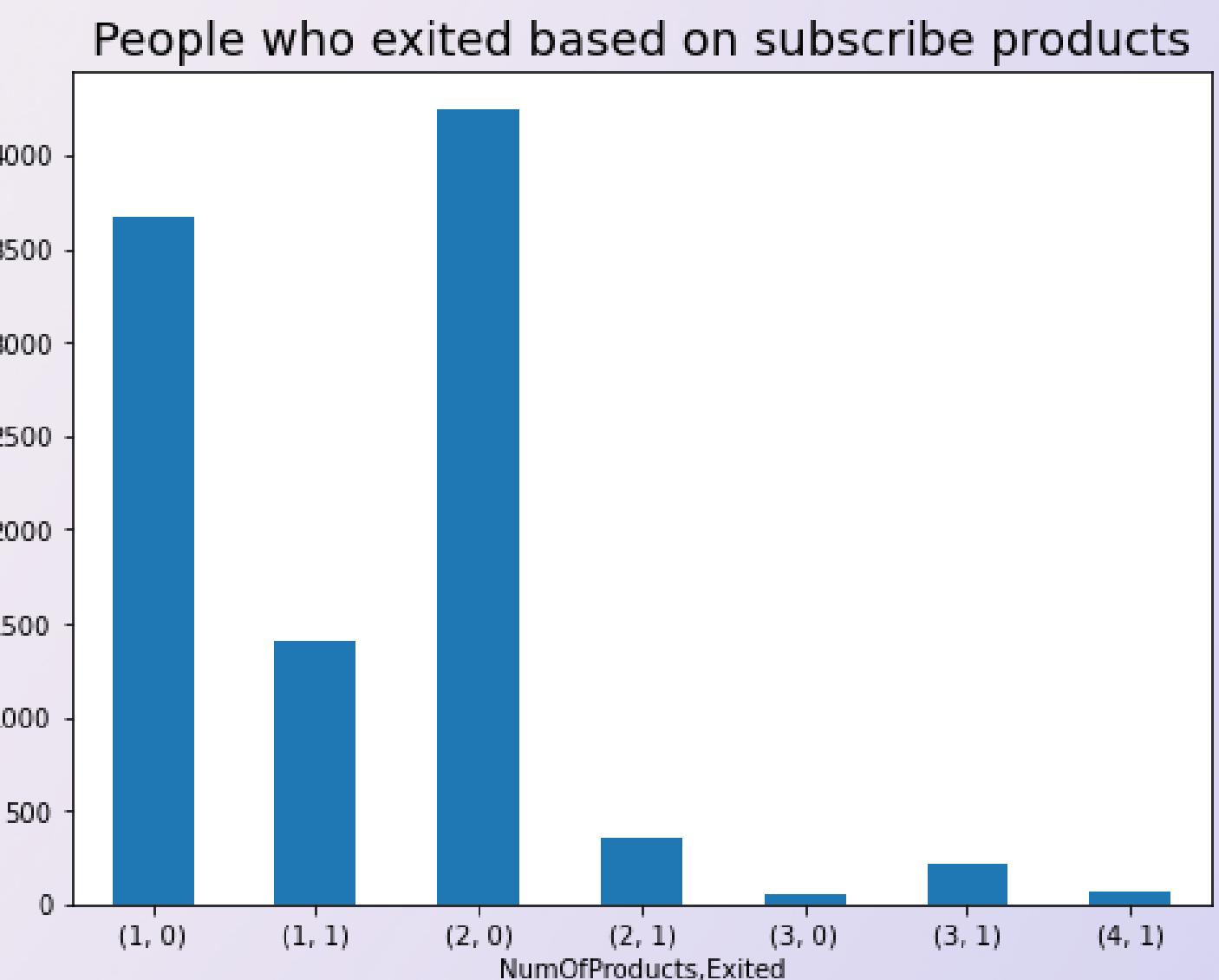


# 3. Bank Churn Predict

## Bivariate Analysis



- more men has Creditcard from the bank

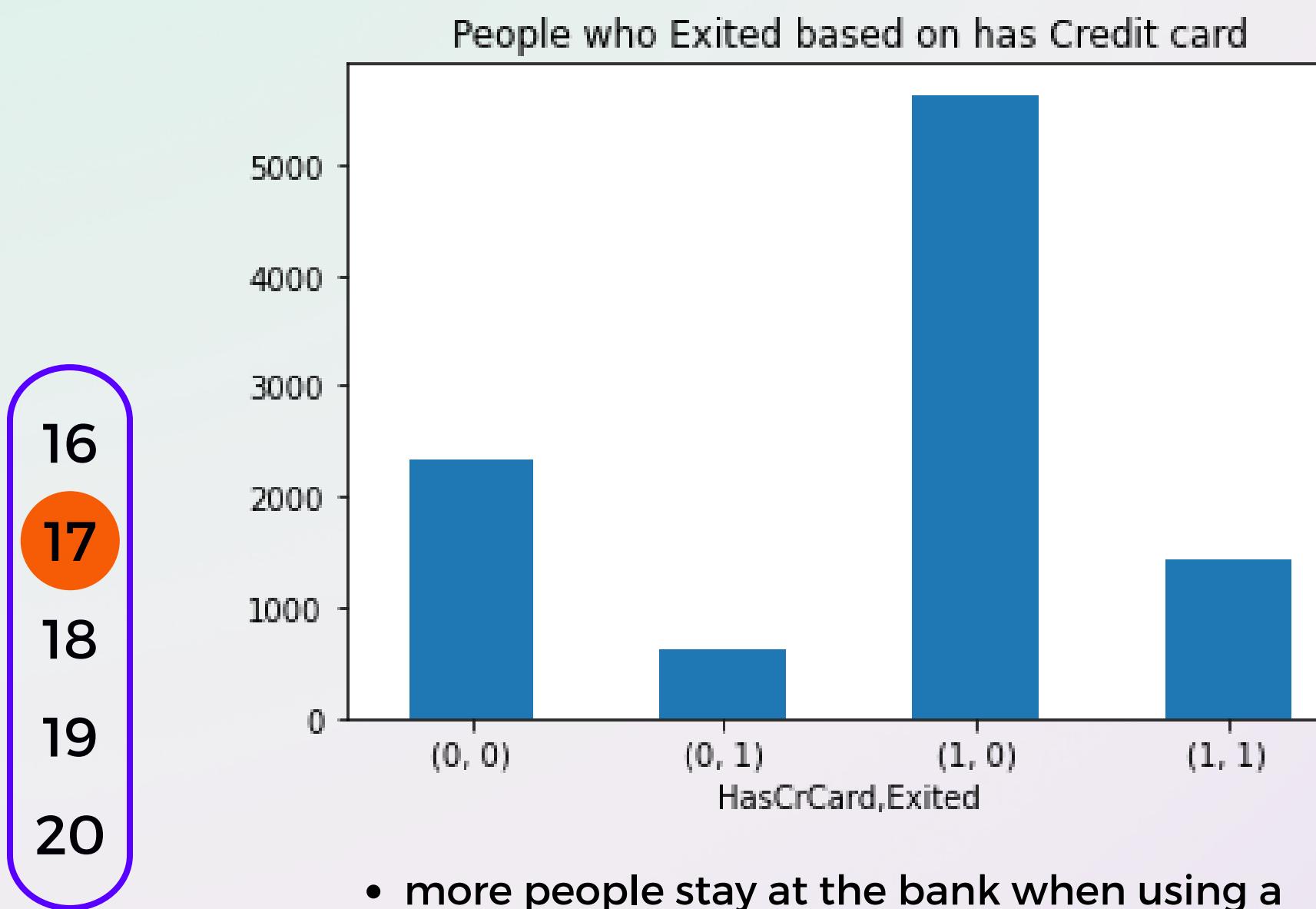


- more people stay in the bank when using product 1 and 2

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# 3. Bank Churn Predict

## Bivariate Analysis



# 3. Bank Churn Predict

- Using Random forest classifier with assumption that data is balanced

MODEL	Accuracy Score
Random Forest Classifier	0.804
Logistic Regression	0.636
KNN Classifier	0.517
Decision Tree Classifier	0.6765
AdaBoost Classifier	0.7755
XGBoost Classifier	0.7675

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## Evaluation

from the model in above, which the best performance or accuracy is Random Forest. because the accuracy is 80%. it means if we predict Customer Exited from 100 people, able to detect 80 people correctly and accurately then 20 others are wrong.

# 3. Bank Churn Predict

## Business Recommendation

### About Products

Increase the advantages of products 3 and 4 so that sales are evenly distributed across all products

### About Credit Card

so that customers keep loyal at the bank, offer the use of a credit card with a large limit and low interest

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# • Contacts me



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cfitriantyy | Instagram



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