

Deri Andriyana Juhana

0878 2126 7229 | deriandriyana17@gmail.com
[LinkedIn](#) | [Portfolio/ Personal Website](#)

About Me

I'm a data analyst with a strong foundation, where I learned how to apply various data analytics tools and techniques to real-world problems. I excel in data manipulation, statistical analysis, and visualization, using Python, SQL, Looker Studio and Tableau as my main tools. I'm driven by curiosity, always learning new skills and exploring new data sources. I'm adept at bridging data insights to drive innovation, whether it's improving business processes, enhancing customer experience, or creating social impact. Let's leverage data for positive change.

Working Experiences

Freelance Mysterious Shopper, International Service Check

(October, 2016 – Now)

- Conducted covert visits to various businesses, restaurants, and service providers to objectively assess customer service quality, compliance with company standards, and customer experience.
- Reduced average waiting time by 15% and increased customer satisfaction score by 20% by providing constructive feedback and suggestions to staff and management.
- Observed and recorded specific details such as employee interactions, product knowledge, cleanliness, and operational procedures without revealing my identity.
- Identified and reported key factors that influenced customer loyalty, retention, and referral rates, such as staff friendliness, product availability, and service speed.
- Compiled detailed reports summarizing my findings, highlighting strengths, areas for improvement, and actionable recommendations to enhance customer satisfaction and operational efficiency.

Data Annotator, Telus International Inc

(May, 2021 – August, 2023)

- Accurately labeled over 10,000 data points in text, image, audio, and video formats, adhering to strict guidelines, achieving a 95% agreement rate with peers.
- Played a key role in creating and validating annotated datasets for 20+ projects in natural language processing, computer vision, speech recognition, and machine learning.
- Boosted annotation process efficiency by 15% through the implementation of automation tools and scripts.
- Enhanced data annotation for sectors including healthcare, education, finance, and entertainment, employing various annotation techniques.

Personalized Internet Assesor, Lionbridge Inc

(July, 2017 – May, 2021)

- Analyzed and compared search engine results against predefined guidelines and criteria, ensuring their quality and relevance.
- Improved search engine performance by 10% by identifying and reporting low-quality or irrelevant results, such as spam, duplicates, or off-topic pages.
- Verified the accuracy and appropriateness of web pages, ads, and other online content, ensuring that they matched user intent and search queries.
- Enhanced user experience by 15% by providing feedback and suggestions on how to optimize the web pages, ads, and online content for readability, usability, and accessibility.
- Provided detailed feedback and observations on the search engine results and online content, highlighting areas for improvement while adhering to strict confidentiality guidelines.
- Supported the development and improvement of the search engine algorithms and guidelines by providing data-driven insights and recommendations based on the analysis of user behavior and feedback.

Social Media Evaluator, Appen Butler Hill Inc

(January, 2016 – December, 2016)

- Assessed the quality, relevance, and accuracy of news displayed on one of the biggest social media platforms, using the tools and guidelines provided by Appen.
- Improved the user experience by helping the social media platform show news that match the interests and needs of its users, as well as avoid content that is wrong, misleading, or harmful.
- Evaluated more than 10,000 news from various sources and topics, providing feedback and suggestions to improve the performance of the algorithm that generates the news.

Education

RevoU

(May, 2023 – June, 2023)

Full Stack Data Analytics

At RevoU, I completed a rigorous 12-week online data analyst bootcamp, where I learned how to use various tools and techniques to collect, clean, analyze, and visualize data. During the bootcamp, I completed several data analysis projects, such as:

- **Data analysis and reporting on game sales data.** I used Python to apply descriptive statistics, correlation analysis, and sentiment analysis to measure and evaluate the correlation between game sales and rating. I also created a report and a presentation and make a data visualization using Tableau to communicate the findings and recommendations to the stakeholders.

Universitas Islam Nusantara

(Sept, 2013 – August, 2019)

GPA: 3,32

Bachelor of Information Technology

Organization Experiences

Fundraiser, Dompot Dhuafo

(June, 2015 – July, 2015)

- Successfully raised a total of IDR 250 million in donations during the Ramadan month, contributing to the organization's mission of providing assistance to those in need. Met or exceeded monthly fundraising targets consistently.
- Planned and executed donation campaigns targeting individuals and businesses to raise funds for various charitable purposes, including zakat, infaq, and sadaqah.

Creative and Action Division, Hipwee Community

(August, 2015 – September, 2016)

- Contributed ideas for event themes, visuals, and promotional materials to ensure a unique and engaging experience for attendees.
- Worked closely with the Action Division to align creative efforts with fundraising and donation goals.

Additional Information

Hard Skills: SQL, Microsoft Excel, Google Spreadsheet, Pivot Table, Charts, Python, Pandas, Numpy, Scipy, Matplotlib, Tableau, Google Looker Studio, Descriptive Statistics, Hypothesis Testing, Correlation, Regression.

Soft Skills : Communication, Collaboration, Critical thinking, Curiosity, Creativity, Presentation.

Certification: 1. [Data Scientist Professional Academy, KOMINFO](#)
2. [Full Stack Data Analytic, RevoU](#)

5 Desember 2022
2 September 2023