



# Mikael Prapaskalis G

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## PROFILE

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Results-driven data analyst with 3+ years of experience in extracting insights from complex datasets. Proficient in Python programming and dashboard creation, leveraging tools like Looker Studio and Power BI to visualize data effectively. Skilled in spreadsheet applications (Excel) for data manipulation and analysis.

## PROFESSIONAL EXPERIENCE

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### Business Analyst Specialist

*PT. Central Mega Kencana (Mondial, Frank & co., and The Palace)*

12/2024 – present  
Jakarta Selatan,  
Indonesia

- Optimized website performance through comprehensive GA4 traffic analysis and user behavior insights from heatmaps (Clarity).
- Managed and scaled media placement ad campaigns (Google Ads, Meta Ads) to achieve specific objective funnel targets.
- Developed and Implemented data-driven strategies that resulted in continuous improvement and increased sales for jewelry brands (Mondial, Frank & co., and The Palace).
- Manage and update customer data for all brands (Frank & Co., Mondial, and The Palace), covering customer and transaction data for each store across Indonesia.
- Analyze customer retention to identify specific patterns that inform marketing strategies and market segmentation.
- Analyze best-selling products in each store to develop strategic plans aimed at increasing sales per store and boosting overall annual company revenue.
- Create reports and dashboards to support sales growth strategies, address existing challenges, and produce clear, actionable insights for upper management.

### Marketing Services & Industry Analyst

*PT Duta Visual Nusantara Tivi Tujuh (TRANS7)*

10/2022 – 12/2024  
Jakarta Selatan,  
Indonesia

- Crawling social media data for all platforms using 3rd party apps
- Processing raw data using Jupyter Notebook (Python)
- Conducting market research on emerging industries
- Forecasting content and campaign data for each upcoming event

### Data Science & Data Analyst Freelance

*PT. Anthromedius Cipta Utama Indonesia*

07/2021 – 01/2022  
Bandung, Indonesia

- Developed a context analysis program from various platforms that automatically crawls the essence of the context of the news
- Developed a gender detection system to find out the gender of users who post on social media

### Programmer (Software & Hardware) Intern

*Lembaga Ilmu Pengetahuan Indonesia*

09/2020 – 12/2020  
Bandung, Indonesia

- Developed a wearable devices (Si-Monic). A device that integrated with information system that can be used to monitor or track individuals affected by COVID-19 during a pandemic

## EDUCATION

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### Bachelor of Informatics

*Bandung National Institute of Technology (ITENAS)*

GPA 3.59/4.00

2017 – 2021  
Bandung, Indonesia

**SKILLS**

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**Python**  
Competent

**Power BI**  
Competent

**Microsoft Office**  
Competent

**Deep Learning**  
Competent

**Jupyter Notebook**  
Competent

**Looker Studio**  
Competent

**Machine Learning**  
Competent

**LANGUAGES**

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**Indonesian**  
Native/Bilingual ( Excellent in Speaking and Writing)

**English**  
Good in Speaking and Writing