



Mikael Prapaskalis G

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PROFILE

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

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

Bachelor of Informatics

Bandung National Institute of Technology (ITENAS)

GPA 3.59/4.00

2017 – 2021
Bandung, Indonesia

SKILLS

Python
Competent

Power BI
Competent

Microsoft Office
Competent

Deep Learning
Competent

Jupyter Notebook
Competent

Looker Studio
Competent

Machine Learning
Competent

LANGUAGES

Indonesian
Native/Bilingual (Excellent in Speaking and Writing)

English
Good in Speaking and Writing