

# DHIKA RAMADHAN SAPUTRA

Purwokerto, Central Java, 53152 | +62 878-9036-8816 | [dhikaramadhansaputra@gmail.com](mailto:dhikaramadhansaputra@gmail.com) | <https://www.linkedin.com/in/dhikaramadhansaputra/> | [dhikaramadhansaputra.vercel.app](https://dhikaramadhansaputra.vercel.app)

## ABOUT ME

---

An Undergraduate Informatics Engineering student at UMP with a dedicated focus on Data Analytics. Since September 2024, I have been developing a strong foundation in both fundamental and technical data skills, specifically managing the data pipeline from collection and preprocessing to visualization. I have actively built a portfolio of independent projects to demonstrate these capabilities. Beyond data, I possess a strong background in social media management, having driven an online shop's engagement to over 300,000 likes on TikTok, and previously served as a Content Planner for Tribeindo, a business and services consultancy.

Portfolio website: [dhikaramadhansaputra.vercel.app](https://dhikaramadhansaputra.vercel.app)

## DATA ANALYTICS PROJECTS

---

### Market Analysis for the Retail Industry in Indonesia

Developed an interactive dashboard to support market analysis and better understand consumer behavior.

[View Project Details \(Github\)](#)

- Data Collecting: Extracted 20,000 records from a localhost database using MySQL Workbench. The raw dataset was sourced from Kaggle (<https://www.kaggle.com/datasets/hafidzunalimaljazari/dataset-penjualan-dummy>) and imported into the local database before the extraction process.
- Data Preprocessing: Performed data validation and cleaning on 11 columns to ensure data quality before analysis.
- Dashboard Planning: Defined key KPIs and dashboard requirements based on the initial stakeholder brief.
- Data Visualization: Built an interactive dashboard using Microsoft Power BI based on the results of the Dashboard Planning & Design stage.

### Data-Driven Marketing Strategy Analysis: Visualizing UMP New Student Enrollment Trends (2014-2024) via Tableau Public

Developed interactive visualization dashboards to evaluate and optimize UMP's marketing strategies.

[View Project Details \(Github\)](#)

- Data collection & privacy: Collaborated with internal staff from the project partner (BPA UMP) for secure data acquisition, ensuring compliance with database security protocols.
- Data preprocessing: Performed extensive preprocessing on a dataset consisting of 73 columns and 65,901 rows, including data merging, feature selection, data validation, and troubleshooting to transform raw data into a clean, analysis-ready format.
- Data visualization: Developed comprehensive data visualizations using Tableau Public based on the preprocessed datasets to uncover key marketing insights.

### Analyzing Socio-Economic Factors Affecting the Classification of Underdeveloped Regions in Indonesia

Identifying key variables that influence the classification of impoverished regions in Indonesia

[View Project Details \(Github\)](#)

- Data sourcing: Utilized a dataset sourced from Kaggle focusing on poverty level classification in Indonesia to conduct the analysis (<https://www.kaggle.com/datasets/ermila/klasifikasi-tingkat-kemiskinan-di-indonesia>)
- Data preprocessing: Performed data preprocessing on 13 information columns and 999 rows of data, ensuring data integrity and readiness for analysis.
- Data visualization: Developed interactive data visualizations using Microsoft Power BI to present key findings from the preprocessed dataset.

## CERTIFICATIONS

---

### Learning Power BI Desktop

[LinkedIn](#)

February 2026

Core competencies: Data Visualization, Data Analysis, Data Analytics, Microsoft Power BI

[View Credential](#)

### DAMC – Intro to Data Analytics – Credential ID DAMC-17112025-01-1-00458

[RevoU](#)

November 2025

Core competencies: Data analytics foundations

[View Credential](#)

<b>Introduction to Data Analytics with Python</b> – Credential ID 2430-53954004 <i>Alison</i> Core competencies: Python (programing language) <a href="#">View Credential</a>	November 2025
--	---------------

<b>SQL (Basic)</b> – Credential ID 5DE8B75C65B3 <i>HackerRank</i> Core competencies: Basic SQL (simple queries, relationships, aggregators) <a href="#">View Credential</a>	September 2024
--	----------------

## WORK EXPERIENCE

---

<b>Data Analyst</b> – Project-based internship Bureau of Publication & Admissions, UMP - <a href="#">View project detail</a> A functional unit responsible for managing new student admission information, university promotional publications, and the administrative processing of prospective students.	2023
<ul style="list-style-type: none"><li>• Data collection &amp; privacy: Collaborated with internal staff from the project partner (BPA UMP) for secure data acquisition, ensuring compliance with database security protocols.</li><li>• Data preprocessing: Performed extensive preprocessing on a dataset consisting of 73 columns and 65,901 rows, including data merging, feature selection, data validation, and troubleshooting to transform raw data into a clean, analysis-ready format.</li><li>• Data visualization: Developed comprehensive data visualizations using Tableau Public based on the preprocessed datasets to uncover key marketing insights.</li></ul>	
<b>Content Planner</b> – Internship TribeIndo Business and Service Consultancy. <ul style="list-style-type: none"><li>• Defined and established the specific niche for the Tribeindo TikTok account to ensure targeted audience engagement.</li><li>• Developed comprehensive content pillars based on the designated niche to maintain brand consistency.</li><li>• Conducted market research and trend analysis to gather inspirations and real-world references for content creation.</li><li>• Formulated editorial plans by aligning content pillars with creative references to ensure a structured and effective posting schedule.</li></ul>	2023

<b>Helper</b> – Contract Steaky Steak Purwokerto Food & Beverage outlet focusing on Steaks and Ice Blend products.	2022
<ul style="list-style-type: none"><li>• Ensured consistent food quality and presentation by strictly adhering to Standard Operating Procedures (SOP).</li><li>• Managed and monitored kitchen inventory through regular stock opname to ensure accurate tracking of materials.</li><li>• Prepared and reported procurement lists to the relevant department based on stock opname analysis to maintain optimal inventory levels.</li></ul>	

## EDUCATIONS

---

<b>Universitas Muhammadiyah Purwokerto (UMP)</b> – Current GPA: 3.71/4.00 <i>Bachelor of Science in Informatics Engineering Faculty of Engineering and Science.</i>	2022 - Now
<b>SMA Negeri 3 Purwokerto</b> – GPA: 81.42/100.00 <i>Graduated within 3 years of study in the Natural Sciences stream.</i>	2019 - 2022

## EVENT & PROJECT INVOLVEMENT

---

<b>Banyumas Campus Expo 2023</b> – Banyumas Regency <i>Sponsorship Staff</i> <ul style="list-style-type: none"><li>• Collaborated in designing 5 diverse fundraising methods to ensure financial stability for the event.</li><li>• Curated a comprehensive database of over 50 potential corporate partners for sponsorship outreach.</li><li>• Executed professional outreach and conducted high-level negotiations with corporate representatives to secure partnerships.</li><li>• Successfully onboarded 16 corporate sponsors within a tight 2-week timeframe through effective pitching and follow-ups.</li><li>• Cultivated and maintained professional relationships with stakeholders to ensure long-term collaboration.</li></ul>	2023
--	------

- Acted as a liaison and provided hospitality for corporate representatives during the main event.
- Achieved the highest sponsorship revenue in the event's history, surpassing targets from previous years.

## ADDITIONAL INFORMATION

---

**Software** : MySQL Workbench, Python, Microsoft Power BI, Github, Visual Studio Code, Microsoft Excel, Microsoft Word, Canva.

**Soft skills** : Teamwork & collaboration, problem-solving, effective communication, time management, analytical thinking, attention to detail, data storytelling, adaptability

**Hard skills** : Data collection, data preparation, Exploratory Data Analysis (EDA), data visualization.