

# DHIKA RAMADHAN SAPUTRA

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## ABOUT ME

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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

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### 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/emila/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

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

November 2025

RevoU

Core competencies: Data analytics foundations

[View Credential](#)

**Introduction to Data Analytics with Python** – Credential ID 2430-53954004

November 2025

Alison

Core competencies: Python (programming language)

[View Credential](#)

## WORK EXPERIENCE

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**Data Analyst** – Project-based internship 2023

Bureau of Publication & Admissions, UMP - [View project detail](#)

A functional unit responsible for managing new student admission information, university promotional publications, and the administrative processing of prospective students.

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**Content Planner** – Internship 2023

TribeIndo

Business and Service Consultancy.

- Defined and established the specific niche for the TribeIndo TikTok account to ensure targeted audience engagement.
- Developed comprehensive content pillars based on the designated niche to maintain brand consistency.
- Conducted market research and trend analysis to gather inspirations and real-world references for content creation.
- Formulated editorial plans by aligning content pillars with creative references to ensure a structured and effective posting schedule.

**Helper** – Contract 2022

Steaky Steak Purwokerto

Food & Beverage outlet focusing on Steaks and Ice Blend products.

- Ensured consistent food quality and presentation by strictly adhering to Standard Operating Procedures (SOP).
- Managed and monitored kitchen inventory through regular stock opname to ensure accurate tracking of materials.
- Prepared and reported procurement lists to the relevant department based on stock opname analysis to maintain optimal inventory levels.

## EDUCATIONS

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**Universitas Muhammadiyah Purwokerto (UMP)** – Current GPA: 3.71/4.00 2022 - Now

*Bachelor of Science in Informatics Engineering Faculty of Engineering and Science.*

**SMA Negeri 3 Purwokerto** – GPA: 81.42/100.00 2019 - 2022

*Graduated within 3 years of study in the Natural Sciences stream.*

## EVENT & PROJECT INVOLVEMENT

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**Banyumas Campus Expo 2023** – Banyumas Regency 2023

*Sponsorship Staff*

- Collaborated in designing 5 diverse fundraising methods to ensure financial stability for the event.
- Curated a comprehensive database of over 50 potential corporate partners for sponsorship outreach.
- Executed professional outreach and conducted high-level negotiations with corporate representatives to secure partnerships.
- Successfully onboarded 16 corporate sponsors within a tight 2-week timeframe through effective pitching and follow-ups.
- Cultivated and maintained professional relationships with stakeholders to ensure long-term collaboration.
- 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

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**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 preprocessing, Exploratory Data Analysis (EDA), data visualization.