Eddo Putradipura

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P R O F I L E

Experienced data professional with over 4 years of working experience in e-commerce and commercial business. Skilled in handling large-volume data and extracting meaningful insights to inform business decisions. My expertise spans the end-to-end process of data lifecycle, including data engineering and data science with a focus on customer and product analytics.

EDUCATION BACKGROUND

Master of Statistics
Australian National University, 2017 - 2019
Bachelor of Science in Physics
Institut Teknologi Bandung, 2011 - 2015

PROFESSIONAL EXPERIENCE

1. **Data Scientist - Marketing, Zalora** (April 2022 - present)

   Zalora is one of the leading fashion and lifestyle e-commerces in Southeast Asia that offers high quality products with a myriad choice of original brands. I am working at the intersection of data engineering, customer analytics, and data science primarily collaborating with the marketing department.

   a. Organizing and optimizing collection of data pipelines for marketing team data needs.
   b. Maintaining analytics dashboards to provide insight for stakeholders decision making process and to keep track progress towards business goals.
   c. Building customer lifetime value machine learning models to allow for better targeted marketing campaigns.
   d. Analyzing customer cohort data to identify potential acquisition and retaining marketing channels in terms of optimum CAC and ROI.
   e. Working on legacy data pipeline and tracker migration initiatives to ensure data quality update.
   f. Managing Zalora in-house marketing attribution data to properly discern marketing channels contribution to sales.
   g. Responsible for ad-hoc support of marketing and associated cross-functional teams.

   Tools: Google Cloud, AWS, Tableau, Google Data Studio, Jenkins, Jupyter Notebook (Python), Shell script, Google Sheet, DBeaver, Segment CDP, Github, Adjust, Mixpanel, Appsflyer.

2. **Data Scientist, Bukalapak** (February 2020 - March 2022)

   Bukalapak is one of the unicorn online-community marketplace in Indonesia with a primary goal of helping small-medium enterprises with average 30.1 million monthly active users on Q3 2021. I had been working across different tribes during my tenure.

   a. Marketplace Business

i. Developed data scraper pipeline to acquire potential leads via social media APIs (Google Maps, Instagram, Twitter).
ii. Refined data marts and key analytics dashboards to become more scalable resulting in faster loading times.
iii. Measured impact on some company initiatives (products discount, new feature launch, campaign, etc.) using causal inference techniques.
iv. Designed transaction attribution logic of seller features to determine the number of transactions brought by these features.

b. Growth & Marketing
   i. Analyzed users journey and lifecycle from upper funnel to lower funnel to pinpoint users' pain points.
   ii. Automated self-serving A/B test internal tools, reducing manual labor and allowing real-time metrics monitoring.
   iii. Built gradient boosting model to infer important features of users retention and utilized it to predict users probability to visit Bukalapak's app within the next day/week.
   iv. Performed root-cause analysis on several key metrics (daily active users, daily transacting users, etc.).
   v. Deployed multi-touch attribution model to measure online marketing channels, push-notification, and EDM campaigns performance.
   vi. Developed econometrics models to optimize marketing channels based on marketing spend and variety of metrics.

Tools: Google Cloud, Jupyter Notebook (Python), Looker, Gitlab, Airflow, Redash, Shell script, Jira, Confluence, Zeppelin Notebook (Scala), PyCharm, Google Sheet.

3. **Junior Data Scientist, Adskom Indonesia** (May 2016 - June 2017).
   Adskom is an advertising technology company with a mission to empower the digital advertising industry with programmatic advertising platforms & insightful business services.
   a. Built text predictive model to classify wide range of products across various ecommerce data partners using unsupervised learning techniques.
   b. Conducted analysis and segmentation of customers' historical data by utilizing the text predictive model, customer lifetime value, etc.
   c. Developed customers RFM segmentation model to allow for more customized advertisement campaigns for certain segments.

   Tools: Hadoop, Jupyter Notebook (Python), Spark, Hive, Impala, git.

ONLINE PRESENCE
- Medium blog: https://medium.com/@eddopd
- Github blog: https://eddoding.github.io/
- Top 7% Santander Customer Transaction Prediction Competition: https://www.kaggle.com/eddoputradipura
- Tableau public profile: https://public.tableau.com/app/profile/eddo.putradipura
- Hackerrank profile: https://www.hackerrank.com/phost?hr_r=1
- LinkedIn profile: https://www.linkedin.com/in/eddopd/