



EKIDA FARRA SALSABIILA

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Ekida is a data-driven graduate with a passion for uncovering insights through analytics and statistical modeling, a quick learner with one year of experience in data analytics and business intelligence. Experienced in tools like **Power BI**, **Looker Studio**, **SQL Query**, and **Python**. Her adaptability and curiosity make her well-prepared to contribute to roles focused on data analytics and modeling.

Work Experiences

Sinar Mas Land - Tangerang, Indonesia

May 2024 - Present

Business Intelligence Intern

- **Developed, optimized, and deployed** two automated **Power BI dashboards** during a 4-month internship: a customer retention dashboard for customer service app and RealBit **data quality analysis** dashboard. These dashboards provided real-time insights to both internal and external teams, accelerating decision-making and improving operational efficiency.
- Coordinated and managed System Integration Testing (SIT) for 7 dashboards over 3 month using SQL query, ensuring seamless functionality and data accuracy before User Acceptance Testing (UAT) and final deployment.
- Assisted my supervisors and team in the migration of four reports during 5-month, including sales reports, ad promotion reports, and SPK monitoring reports, from SAP BW to SAP S/4HANA. This involved mapping all the fact and dimension tables and measures derived from Excel analysis to ensure a smooth transition to the new system.

Skolla EdTech - Jakarta, Indonesia

Aug 2023 - Dec 2023

Data Analyst Intern

- **Re-designed, re-developed, and optimized** three **dashboards** (user demography, user behaviour, and product sales performance) from Excel data to **Looker Studio** during a 5-month period of internships, following Product Requirements Documents (PRD) I created based on user needs. The improved dashboards provided real time insights for business team, enabling more informed and timely business decisions.
- Conducted quality assurance testing for three company dashboards (partnerships dashboards, user acquisition v1, and user acquisition v2), identifying errors that resulted 15% error rate including data inconsistencies and UI issues, which decreased post-deployment errors and ensure more reliable and accurate reporting.
- Collaborated with cross-functional teams to address business challenges.

Universitas Gadjah Mada - Sleman, Indonesia

Aug 2023 - Dec 2023

Lecture Assistant of Introduction to Mathematical Modelling

- Graded coursework for 76 students, providing timely and constructive feedback, contributing to a 15% improvement in student performance in exam.
- Offered detailed guidance on topics such as differential equations, probability, and optimization, enhancing students' understanding and academic success.

Education

Universitas Gadjah Mada - Sleman, Indonesia

Jul 2020 - Aug 2024

Undergraduate in Mathematics, 3.57/4.00

- **Thesis topic:** On total irregularity strength of some cubic graphs.
- Developed a binary classification model for loan classification using gradient boosting framework, achieving 97% accuracy.
- Participated in 3 machine learning competitions, applying techniques such as Object Character Recognition (OCR) for license plate dataset, utilizing time series forecasting to predict rainfall frequency, and employing OpenStreetMap API to model traffic congestion on city streets.

Bangkit Academy by Google, Tokopedia, Traveloka, and DeepTech - Indonesia

Jan 2023 - Aug 2023

Cohort in Machine Learning, 90.91/100.00 - [\[Credential\]](#)

- Gained proficiency in machine learning algorithms using TensorFlow framework in Python.
- Developed face recognition model with 81% accuracy, collaborating with Android Developers and Cloud Engineers to integrate the model into a broader application ecosystem, called FokusIn that aimed at increasing user attention span.

Organizational and Volunteering Experience

Himatika UGM - Indonesia

Jan 2022 - Dec 2022

Vice Head of Academic Department

- Supervised a team of 7 staff, fostering collaboration and effective communication.
- Managed 9 academic development programs in Himatika UGM, increasing student participation by 40% compared to last year.
- Initiated a new program called Euclid and gained the highest exposure in Himatika UGM's instagram account.

Education Staff

- Successfully held and managed Tutorial MIPA, providing support to over for 100+ students achived 90% satistaction rating.
- Led the Humas Division of Kajian Ilmiah and Diskusi Ilmiah LSIS, facilitating communication between event speakers and LSIS staff, improved event attendance by 300%.
- Recognized as Staff of The Month for outstanding contribution.

Paper Competition Staff

- Coordinated with committees and assessors, including UGM Mathematics faculty lecturer, ensuring timely evaluations of over 50 participants
- Assessed and reviewed contestants' papers, accurately calculating scores and contributing to a fair evaluation process, resulting in a 15% increase in participant satisfaction.

Secretary

- Organized and prepared essential documents, including proposals and event reports (LPJ), streamlining documentation processes and reducing preparation time by 20%
- Effectively managed scheduling and appointments, ensuring the event ran smoothly and efficiently, which led to a 30% increase in attendee engagement.

Skills, Achievements & Other Experience

- **Hard Skills** : PowerBI (Intermediate), SQL (Intermediate), Looker Studio (Intermediate), Python, Ms Excel, Data Analytics, Data Science, Machine Learning
- **Soft Skills** : Fast Learner, Adaptability, Team Player
- **Public Speaking**: Sharing Alumni SNBT 2024 by Skolla EdTech [\[Certificate\]](#)

Certification

- **Mathematics for Machine Learning – Coursera, 2023**
Gained foundational knowledge of linear algebra, calculus, and statistics to support machine learning models. [\[Credential\]](#)
- **Machine Learning Specialization – Coursera, 2023**
Learned to build supervised, unsupervised, and deep learning models using Python and real-world datasets. [\[Credential\]](#)
- **DeepLearning.AI Tensorflow Developer – Coursera, 2023**
Developed expertise in building and deploying deep learning models using TensorFlow. [\[Credential\]](#)
- **TensorFlow Data and Deployment – Coursera, 2023**
Mastered techniques for optimizing, deploying, and serving TensorFlow models effectively. [\[Credential\]](#)

Projects

- **Machine Learning Model: FokusIn Web App - 2023**
Developed a TensorFlow-based face recognition model with 81% accuracy to detect users' attention span. [\[GitHub Repo\]](#) [\[Deck\]](#)
- **Looker Visualization: Supermarket Sales Report – 2023**
Built a dashboard using Looker Studio to monitor sales trends, product performance, and branch comparisons, supporting data-driven decision-making through visual insights and interactive filters. [\[GitHub\]](#) [\[Report Link\]](#)
- **PowerBI Visualization: Olympic Paris 2024 Report – 2024**
Scraped data using Python via Kaggle API and built Power BI dashboards to analyze relationships between each country's medal count and GDP. [\[GitHub\]](#)
- **Data Science Model: Loan Classification Model – 2022**
Developed a binary classification model to classify loans as good or bad quality using Logistic Regression, LDA, Random Forest, and XGBoost, with Random Forest achieving the highest accuracy and precision. [\[Colab\]](#) [\[Deck\]](#)