



# PORTFOLIO

**Fahreza Hendrawan**

IT ENTHUSIAST | DATA ANALYST | PROJECT MANAGER | SOFTWARE DEVELOPER



# EDUCATION

## Telkom University Purwokerto

Informatics Engineering

Oct 2020 - Oct 2024

- Learn Programming, Algorithms, and Data Structures, as well as advanced fields such as Artificial Intelligence, Software Development, Systems Engineering, Databases, and Computer Networks.
- Certified Database Programmer by BNSP.

## Bitlabs Academy

Data Analytics for Business

Aug 2022 - Dec 2022

- Learn data analytics skills, starting from SQL with Google BigQuery, Python for data cleansing and exploration, to data dashboarding using Google Data Studio. Participants also learn problem solving with the MECE Framework, Five Whys, and SMART Framework, as well as data storytelling to convey insights effectively.
- **Top 5 Final Project** - Demand Trend Analysis and Transaction Conversion Rate for Providing Better Customer Satisfaction By Increasing Ralali Wallet.



# SKILLS

## Hardskills

- Data Analytics, Data Visualization, Desktop Application Development, Web Development, Networks, Database, Microsoft Office, Draw.io.

## Softskills

- Teamwork, Public Speaking, Good Communication, Problem Solving, Adaptable, Leadership, Analysis, Thinker, Critical Thinking.

# TECH STACK

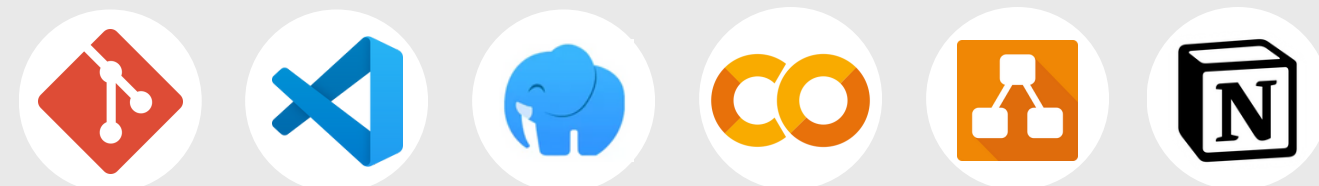
## Programming



## Framework & Library



## Tools





# ORGANIZATION

## Himpunan Mahasiswa Teknik Informatika

2022-2023

### Social Staff Departement

- Disaster Fundraising PIC
- Coordinator of Community Service Events with a Digital Marketing Theme, with 50+ participants
- HMIF Publication, Design and Documentation Coordinator Departs for the Dharmo Yuwono Orphanage in Purwokerto.
- Coordinator of Publication, Design and Documentation for Blood Donation Activities 1 and 2 in Collaboration with PMI Purwokerto.





# ORGANIZATION

## UKM Futsal Telkom

2022-2023

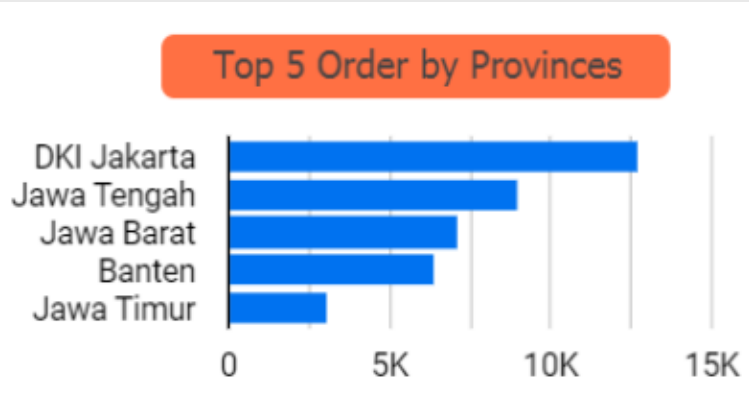
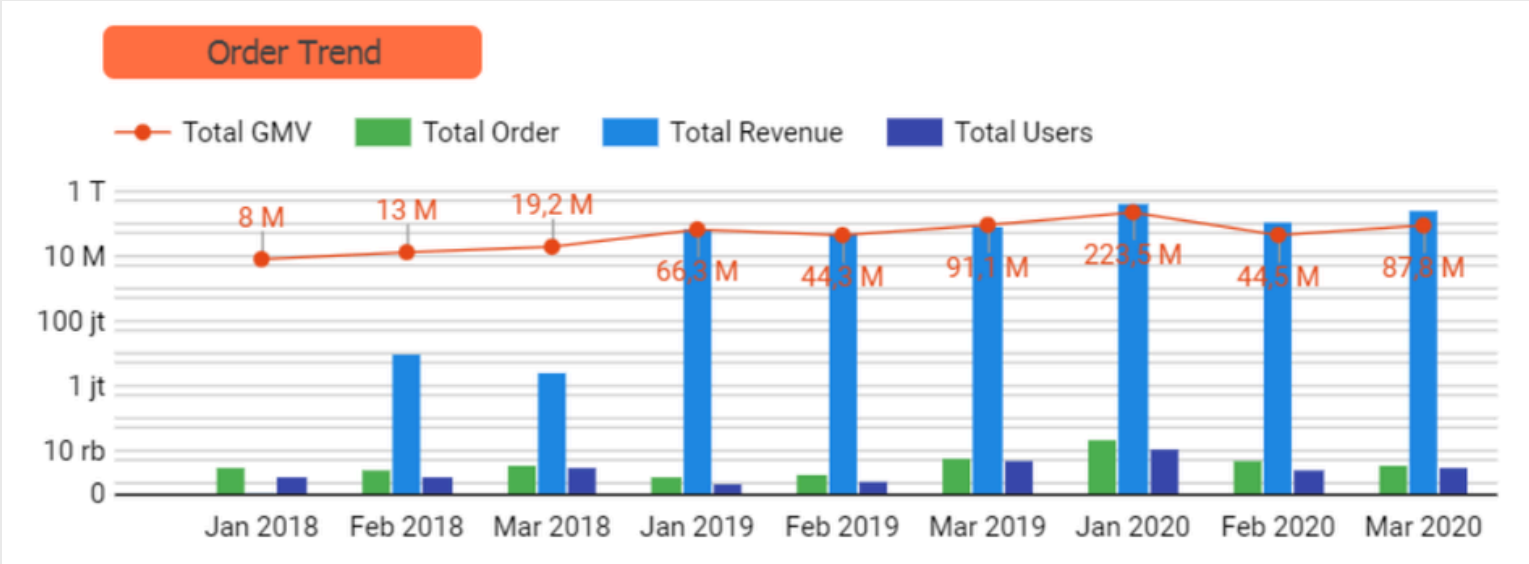
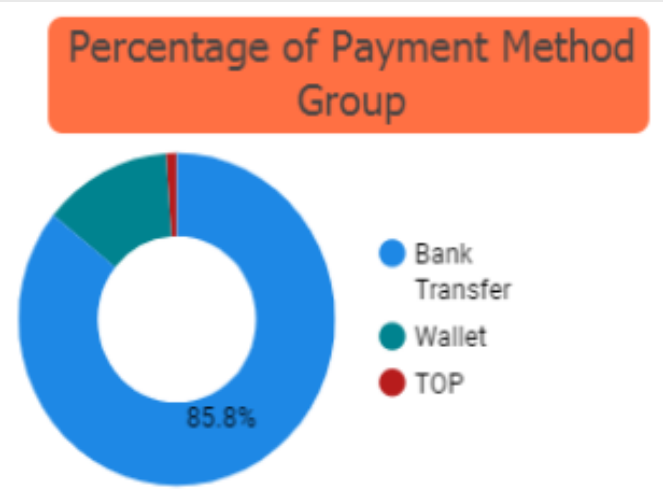
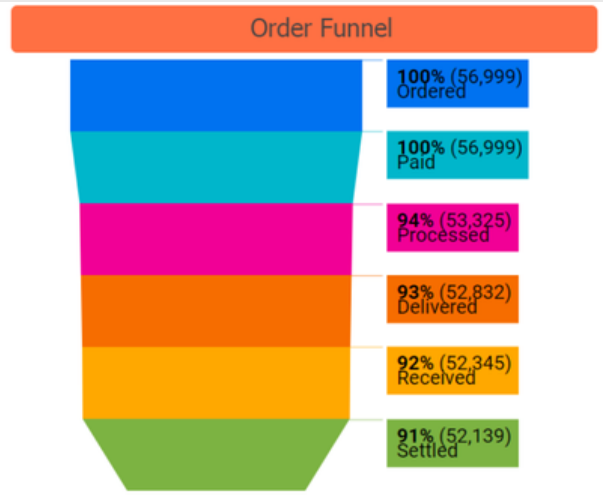
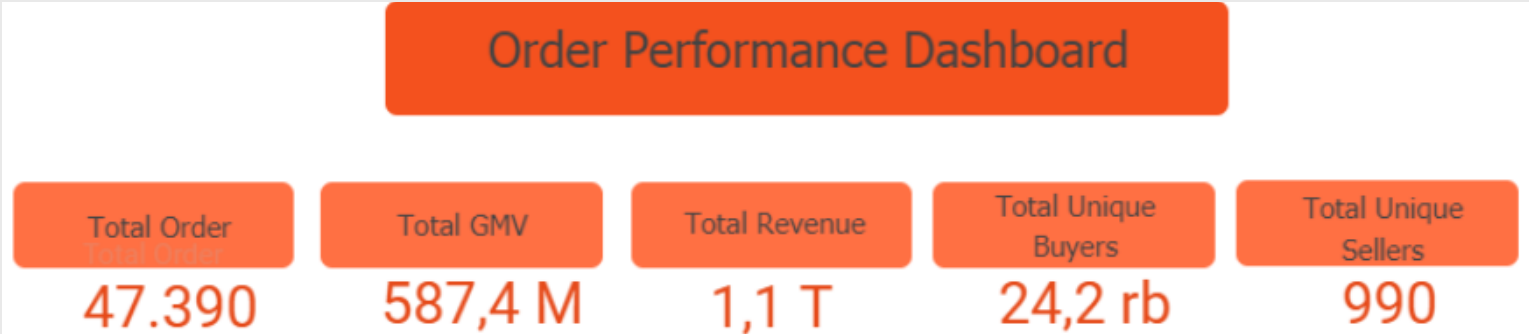
Vice Chairman

- Team Member : 50 +
- Telkom Purwokerto Folk Festival Steering Committee
- Responsible for improving the quality of human resources for each member of Telkom Futsal UKM
- Collaborating with internal campus organizations such as BEM and the Student Association in organizing futsal-related events



# DATA ANALYST

## Data Visualization



Category Performance					
Category	Total Order	Total GMV	Total Revenue	Total Unique Buyers	Total Unique Sellers
Agriculture & Food	23,906	47,8 M	110,8 M	13,150	390
Computer & Communication	10,477	232,3 M	467,5 M	6,511	218
Automotive & Transportation	2,863	236,5 M	368 M	2,386	78
Beauty, Sport & Fashion	2,732	6,4 M	4,9 M	2,015	297
Furniture & Decorations	1,645	9,1 M	3,4 M	1,111	142
Services	1,602	2,8 M	187,7 jt	769	23
Office & Store Supplies	1,559	2 M	6,1 M	977	98
Electronics	1,001	14 M	37,3 M	672	82
Health & Medical	996	4,2 M	10 M	858	77
Building Materials	849	17,1 M	28,2 M	450	20
Machinery & Industrial Parts	272	25,4 M	51,4 M	221	61
Homeca	45	148,3 jt	283,5 jt	39	13

This project aims to enhance customer satisfaction by analyzing demand trends and optimizing transaction conversion rates. The primary focus is to promote the use of Ralali Wallet as the main payment method by understanding customer behavior, identifying purchasing trends, and addressing barriers in the transaction process.



# DATA ANALYST

## Data Product Canvas

### Data Product Canvas

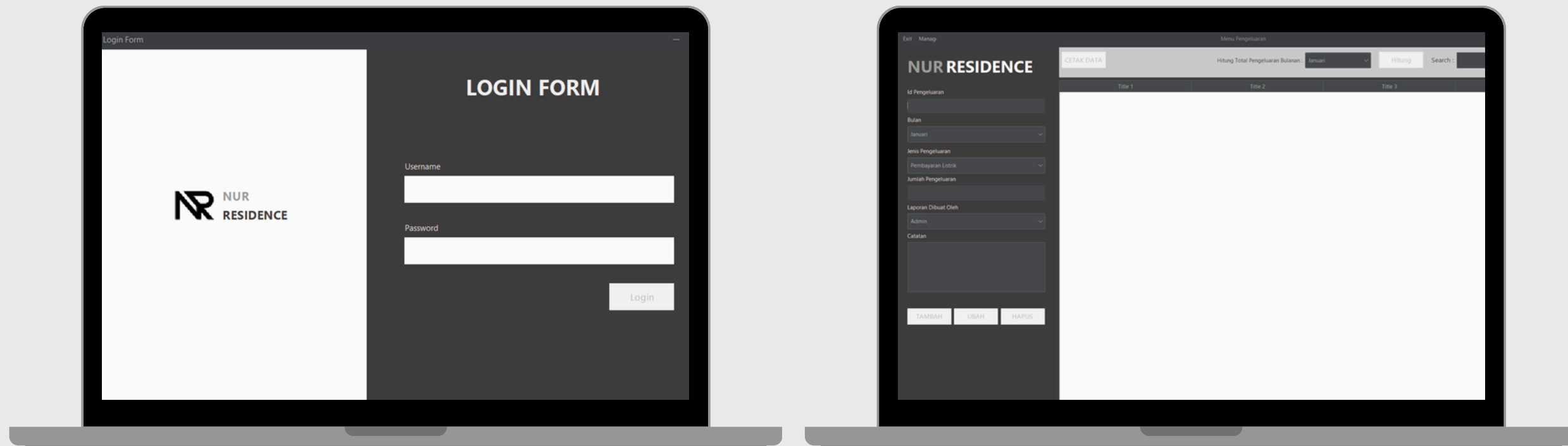
Product name : *PROMO RALALI WALLET*

Owner : PBL-37

Objective Problem	Solution	Methodology	User Segments	Challenge
<ul style="list-style-type: none"><li>Kurangnya pengguna metode pembayaran Ralali Wallet</li><li>Kurangnya promosi untuk metode pembayaran Ralali Wallet</li></ul>	<ul style="list-style-type: none"><li>Melakukan promosi terhadap penggunaan Ralali Wallet</li><li>Mengadakan potongan harga pembelian produk dalam penggunaan metode pembayaran Ralali Wallet</li></ul>	<ul style="list-style-type: none"><li>Mengeksplorasi banyaknya pengguna Ralali Wallet pada data transaksi di tahun 2018, 2019, dan 2020</li><li>Mencari tahu 5 metode pembayaran yang sering digunakan di Ralali</li><li>Membandingkan setiap metode pembayaran berdasarkan banyak penggunaannya</li></ul>	<ul style="list-style-type: none"><li>Customer Ralali</li></ul>	<ul style="list-style-type: none"><li>Mengadakan iklan yang berisi konten terkait Kemudahan Ralali wallet dalam metode pembayaran di media sosial</li><li>Melakukan endorsement</li><li>Melakukan kegiatan bundling barang dengan harga yang lebih hemat</li></ul>
	<b>Key Metrics</b> <ul style="list-style-type: none"><li>Engagement rate dari platform Ralali</li><li>Quantity dari pengguna metode pembayaran Ralali Wallet yang berhasil melakukan order</li></ul>		<b>Data Source &amp; Tools</b> <ul style="list-style-type: none"><li>Data Ralali Transaction tahun 2018 - 2020</li><li>Data diolah menggunakan SQL dan Python</li><li>Google Data Studio</li><li>Diagram.net</li><li>Google Bigquery</li><li>Google Colaboration</li></ul>	
<b>Expected Outcome</b>			<b>Business Benefit</b>	
<ul style="list-style-type: none"><li>Peningkatan penggunaan Ralali wallet sebagai metode pembayaran.</li></ul>			<ul style="list-style-type: none"><li>Branding Ralali wallet sebagai metode pembayaran utama</li></ul>	

# SOFTWARE DEVELOPMENT

## Dekstop Aplication Development – Nur Residence Contract Management Application





# PROJECT MANAGEMENT

## Company Profile and Recruitment System at PT. Karya Rama Perkasa Karawang

Team Space / Projects / PT. Karya Rama Perkasa

Ask AI Share Automations

Board List Calendar Table Gantt + View

Search Hide Customize Add Task

Group: Status Subtasks: Collapse all Columns

Filter Me mode Assignee Closed Search...

Name	Assignee	Due date	Priority	Status	Comments	
✓ Company Profile	👤	Oct 2	🚩 High	✓ COMPLETE	🗨	...
✓ Recruitmen System	👤	Nov 12	🚩 High	✓ COMPLETE	🗨	...
+ Add Task						



**Role :** Project Manager, System Analyst and Software Tester  
**Core Responsibilities :** Project Monitoring, Budgeting, Scheduling and Communicate With Stakeholders.  
**Project Goals :** Create a company profile as company branding and improve the employee recruitment system.  
**Project Duration :** 1 Month +  
**Total Cost :** Rp. xx.xxx.xxx

**“ Simplicity reflects the soul, sincerity strengthens relationships between people.”**



# CONTACT ME

I am looking for opportunities to contribute further in both technology and non-technology fields to apply my knowledge and interests. Feel free to contact me.

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