# Annalia Alfia Rahma

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## PROFILE

Informatics fresh graduate from Telkom University with a strong interest in Data Analysis and Business Intelligence. Proficient in Python for data manipulation and analysis (Pandas, NumPy), as well as visualization. Experienced in handling real-world datasets through academic projects and internships, including exploratory analysis and dashboard development. Strong problem-solving skills, attention to detail, and a collaborative mindset. Eager to support data-driven decision-making in a dynamic organization.

## PROJECT

**Customer Segmentation Analysis – Olist E-Commerce**                    June 2025 - July 2025

Tasked with segmenting over 2,900 sellers to optimize revenue for a SaaS e-commerce platform. Applied KMeans clustering on LRFM and behavioral metrics to identify four seller groups. Designed targeted campaigns and subscription strategies, projecting a 38% revenue increase and R$105K/month in additional gains.

Project Link

**Tech stack:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn), Tableau, Streamlit

**Supermarket Customer Analysis**                    March 2025 – April 2025

A retail supermarket wanted to optimize promotions and improve customer retention. Customer transaction data was analyzed using LRFM modeling and statistical tests to identify behavior patterns and segment customers. Targeted retention strategies, such as premium bundles, loyalty offers, and reactivation plans were recommended to address low-frequency customers.

Project Link

**Tech Stack:** Python (Pandas, NumPy, Seaborn, Matplotlib, SciPy), LRFM, statistical tests

**Social Media Behaviour Analysis**                    March 2025

A business needed insights into social media performance to boost engagement. The task was to identify engagement patterns across content types, posting times, and user behavior. Post data was analyzed using Python, and insights visualized with Tableau. Actionable recommendations, including optimal posting times and CTA strategies were delivered, improving content performance.

Project Link

**Tech Stack:** Python (Pandas, NumPy, Seaborn, Matplotlib), Tableau

## EXPERIENCE

**Managed Service Operation Intern** | Telkom Indonesia                    July 2024 – August 2024

- Supported execution and close of telecommunication network service orders using structured and unstructured data
- Developed Telegram bot (DIOON) to automate order data retrieval, reduce manual data entry, and improve team response time.

**UI/UX Designer** | Sanber Foundation                    February 2024 – June 2024

- Conducted qualitative and quantitative user research to identify user problems and behavior patterns
- Analyzed research data into actionable insights to support data-driven product design decisions
- Led Angkot-In project, using data to design real-time tracking and digital payments features for public transport optimization.

**Assistant Lecturer** | Telkom University                    February 2024 – June 2024

- Facilitated discussions and response classes on Mathematical Logic and Algorithm Complexity Analysis courses
- Grade assignments and providing analytical feedback to strengthen students' logical reasoning and problem-solving skills.

## EDUCATION

**Purwadhika Digital Technology School**                    January 2025 – Present

- Data Science & Machine Learning

**Bachelor of Science, Telkom University**                    September 2021 – March 2025

- Major in Informatics, GPA: 3.88/4.00
- Thesis: "AI-Generated Text Detector for English Written Essay using Ensemble RoBERTa"

## SKILLS

- Indonesian (Native) | English (Intermediate)
- NLP | Machine Learning | Data Preprocessing | Data Analytics & Visualization | SQL Query | UI/UX Design
- Python | SQL | Pandas | NumPy | Matplotlib | Seaborn | Scikit-learn | Git | Figma

## PUBLICATION

- A. A. Rahma and K. M. Lhaksmana, "AI-Generated Text Detector for English Written Essay using Ensemble RoBERTa," 2025 International Conference on Advancement in Data Science, E-learning and Information System (ICADEIS), Bandung, Indonesia, 2025. DOI: 10.1109/ICADEIS65852.2025.10933353