

# Hanif Muhammad Kamil

Aspiring Data Scientist with 1.5+ years of hands-on experience in **data analysis, machine learning model development, and business intelligence**. Proven ability to transform complex data into actionable business insights and build end-to-end data solutions. Eager to leverage strong analytical and technical skills in **time series analysis, customer segmentation, and recommendation systems** to contribute to data-driven decision-making in a professional environment.

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## WORK EXPERIENCE

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### Ursa Mitra Kreatif, PT.

WordPress Developer & IT Administrator

Oct 2022 - Jul 2024

- **As the first employee and IT Administrator**, drove the establishment of the company's initial digital infrastructure and online presence, meticulously building the official company website based on founder directives.
- Managed the **end-to-end development and maintenance of WordPress websites**, ensuring alignment with core business goals and optimal functionality.
- **Leveraged data analytics tools** to continuously optimize user engagement and website performance, driving measurable improvements in online presence and user experience.
- Authored and managed **business-focused articles** for the website, contributing to thought leadership and content marketing efforts across legal, IT, and finance domains.

### Heptaco Digital Media, PT.

Data Analyst Intern

Des 2021 - Feb 2022

- Analyzed **Customer Service performance data** across three companies, significantly **improving reporting accuracy and actionable insights** through rigorous data cleaning and structuring.
- **Classified customer data** to identify reward recipients, directly supporting enhanced customer engagement strategies.
- Managed and prepared complex datasets, including phone numbers, for various analytical and promotional uses.

### Dua Empat Tujuh, PT. (SOLUSI247)

Data Scientist Intern

Mar 2021 - Sept 2021

- Analyzed **temporal trends and concept drift** in Indonesian COVID-19 related tweets using advanced **Topic Modeling (LDA, NMF, Mallet)** and **word embeddings (Word2Vec, FastText)** with **TensorFlow**.
- Utilized **Sastrawi** for Indonesian text preprocessing to ensure accurate analysis.
- Developed and deployed a **Flask-based API** for real-time monitoring of identified topic shifts.
- Contributed to a **POS Tagging Project**, assisting with research and resource organization.

## PROJECTS

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### Smart Retail Engine: Personalized Product Recommendations | *Personal Project*

- Developed an **end-to-end ML system** for retail product recommendations using **Prophet (time series)**, **RFM**, **K-Means**, **Autoencoders**, and various **collaborative filtering** strategies.
- Built a **Flask API** for backend logic and interactive frontends with **Streamlit**, **Gradio**, & **Tkinter**.
- [View Project](#)

### End-to-End Data Analysis & Power BI Dashboard | *Personal Project*

- Orchestrated an **end-to-end data analysis pipeline**, from loading **xlsx** files into **MySQL** via **SQLAlchemy** for database management.
- Performed **20+ in-depth descriptive analyses** on retail sales data using **Python**, generating insights on sales trends, customer behavior, and product performance.
- Built an **interactive Power BI dashboard** visualizing key retail metrics.
- [View Project](#)

## Retail Sales Analytics: Comprehensive Data Analysis | *Personal Project*

- Conducted **10 in-depth data analyses** on US retail sales data, covering **Churn Prediction, Demand Forecasting (ARIMA), Customer Segmentation, Price Elasticity**, and detailed sales trends.
- Utilized **Python (Pandas, Scikit-learn, Matplotlib, Seaborn, Plotly)** for modeling, statistics, and visualization.
- [View Project](#)

## EDUCATION

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### Universitas Islam Negeri Sunan Kalijaga

Bachelor of Education (Islamic Education) - GPA: 3.61/4.00

Sept 2014 - May 2018

- Thesis published in a DOAJ-indexed journal.

### Udacity

Business Analytics Nanodegree - 100%

Mar 2022 - Sept 2022

- Gained practical experience in financial modeling with **Excel**, sales queries with **SQL**, and demographic dashboard using Tableau.

## SKILLS

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- **Languages:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Plotly), SQL (MySQL/MariaDB, PostgreSQL, SQLite), Bash, Shell Script.
- **Machine Learning:** Recommendation Systems, Customer Segmentation (RFM, K-Means, Autoencoders), Time Series Forecasting (Prophet, ARIMA), Churn Prediction, Price Elasticity Modeling, Feature Engineering, Model Evaluation.
- **Data Analysis & Business Intelligence:** End-to-End Data Pipelines, Power BI, Tableau, Excel, SQLAlchemy, Data Preprocessing, Exploratory Data Analysis (EDA), Statistical Analysis, OLAP, Data Visualization, Report Automation.
- **Tools & Platforms:** Flask, Streamlit, Gradio, Tkinter, Git, GitHub, APIs, Pandas, Numpy, Matplotlib, Linux, CLI, VPS, Wordpress, AWS.

## CERTIFICATE

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Data Analysis with Python Certificate, Coursera [↗](#)

AWS Machine Learning Foundations Course Certificate, Udacity [↗](#)

Foundation of Generative AI Certificate, Udacity [↗](#)