Portfolio

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LAKSMI AMALIA WULANDIARI

Hi !
My name is Laksmi Amalia Wulandiari, you can call me Laksmi, and I'm a Data Science Enthusiast, majored in Industrial Engineering. Currently I eagerly learn about Data Science to gain a vast amount skill and knowledge.

SQL python VBA tableau

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HOTEL REVIEW SENTIMENT ANALYSIS

Sentiment analysis is the use of natural language processing, text analysis, computational linguistics, and biometrics to systematically identify, extract, quantify, and study affective states and subjective information, widely applied to voice of the customer materials such as reviews and survey responses typically express their opinion or sentiment.

NLTK is a leading platform for building Python programs to work with human language data. It provides easy-to-use interfaces along with a suite of text processing libraries for classification, tokenization, stemming, tagging, parsing, and semantic reasoning.

Natural Language Processing with Python provides a practical introduction to programming for language processing. It guides the reader through the fundamentals of writing Python programs, working with corpora, categorizing text, analyzing linguistic structure, and more.

Programming Language : Python
Used Library : Numpy, Pandas, Matplotlib, Seaborn, and Sklearn

Github : https://bit.ly/githubsentiment
Medium : https://bit.ly/sentimenthotel

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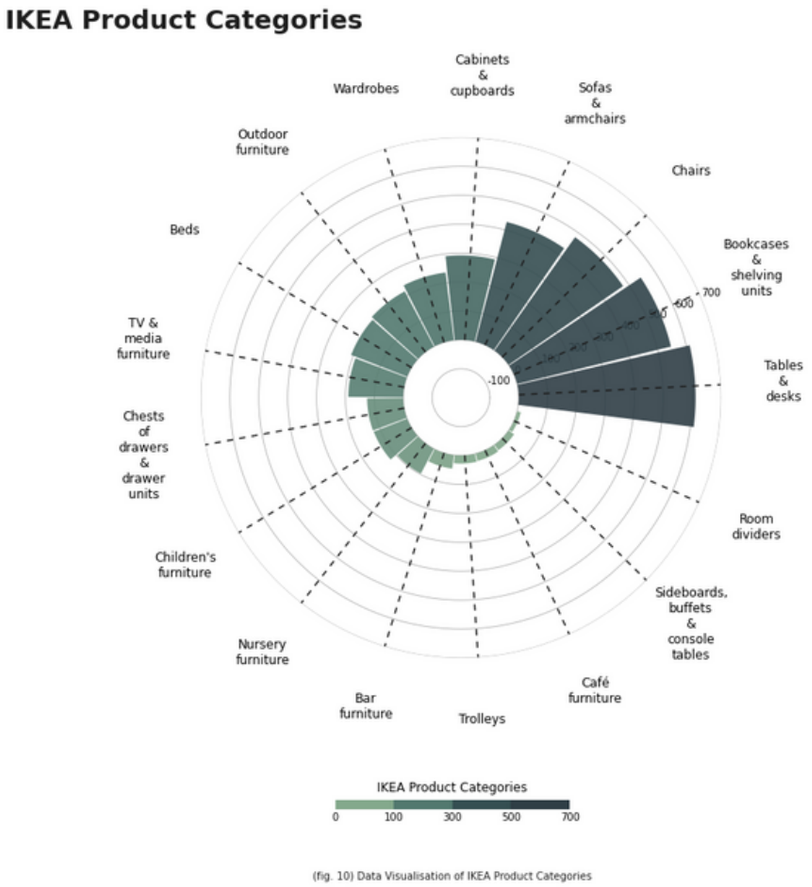
IKEA PRODUCT ANALYSIS AND PRICE PREDICTION

WITH LINEAR REGRESSION
[RIDGE & LASSO]



(fig. 10) Data Visualisation of IKEA Product Categories

Analyzing IKEA Product based on it price, availability online, color option, and size dimension, and create machine learning model for product price prediction with Linear Regression. Goals for this project are to know what exactly affect the price of product, and find out what exactly can help increase the Net Income.

TRAINING		TESTING	
MAE	654.12	MAE	654.33
RMSE	998.69	RMSE	1019.98
MAPE	3.60	MAPE	4.25

TRAINING		TESTING	
MAE	654.46	MAE	654.93
RMSE	998.66	RMSE	1019.97
MAPE	3.60	MAPE	4.26

Feature	Method	
	Ridge	Lasso
Intercept	97.78	71.84
name	0.004	0.005
category	21.07	21.09
sellable_online	68.72	97.69
other_colors	-58.97	-60.03
designer	0.69	0.69
volume	0.001	0.001
price_diff	-463.48	-483.31
diff_amount	2.07	2.09

Programming Language : Python
Used Library : Numpy, Pandas, Matplotlib, Seaborn

Github : https://bit.ly/githubikea
Medium : https://bit.ly/mediumikea

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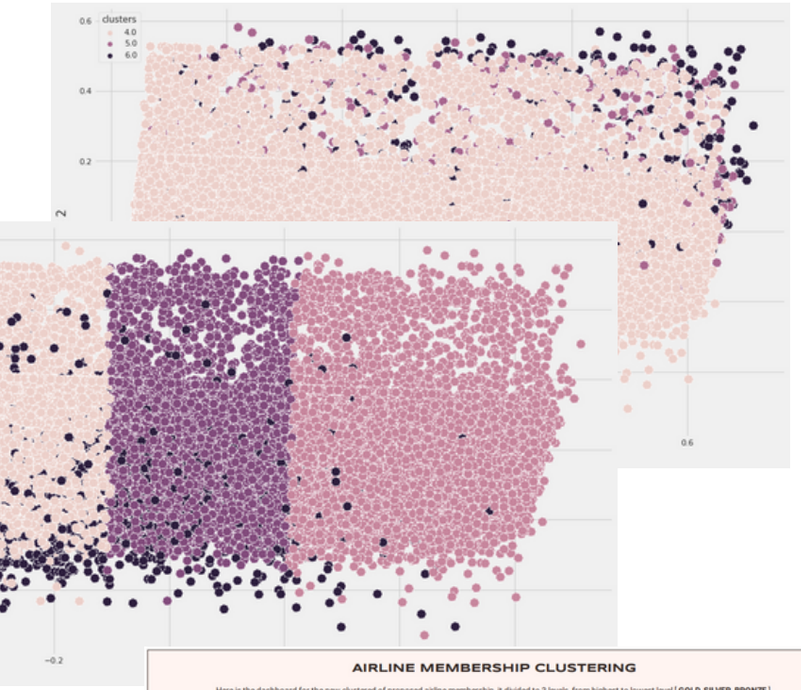

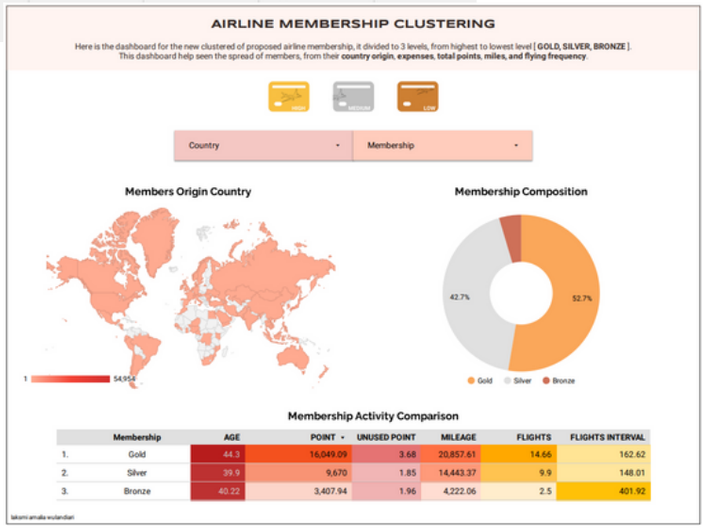

AIRLINE MEMBERSHIP SEGMENTATION

Analyzing the characteristics of airline membership behaviour, based on various category, to identify the right marketing steps for each segment or funnel. A marketing funnel is a series of stages to guide prospects through the customer journey. The funnel helps marketing teams plan and measure efforts to attract, engage, and convert prospects through content and other marketing materials, like landing pages and ads.

An airline can be defined as a company that offers regular services for transporting passengers or goods via the air. These companies are said to make up the airline industry, which is also regarded as a sub-sector of the aviation sector and the wider travel industry.

This project use KMeans Clustering method to help clustering the dataset. K-means clustering is a method of vector quantization, originally from signal processing, that aims to partition n observations into k clusters in which each observation belongs to the cluster with the nearest mean.

Programming Language : Python
Used Library : Numpy, Pandas, Sklearn, Seaborn and Matplotlib

Github : https://bit.ly/githubairline
Looker : https://bit.ly/lookerairline

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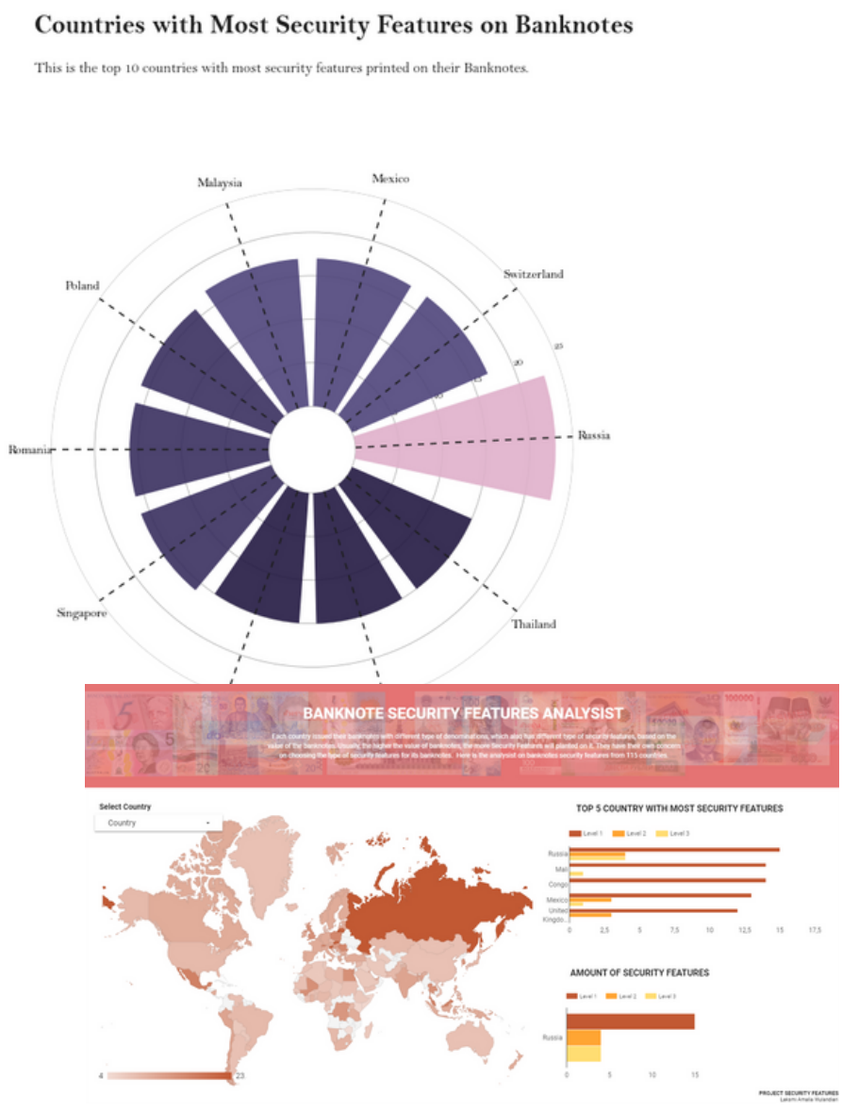

PROJECT SECURITY FEATURES

Analyzing the number of security features embedded on the notes, and see the effect on it of forgery case, and country economic status.

Total number of country included in this analysis is 115 countries, with 40 types of security features divided to 3 Levels.

- Level 1 : Verifiable by people, can be easily checked by sight, feeling, and moving banknotes
- Level 2 : Machine-readable in the commercial market. invisible to naked eye, but can be checked in commercial cash cycle
- Level 3 : Exclusive method of authentication in central banks. Optimized for high automation detection in central banks, also for forensic usage.

Programming Language : Python
Used Library : Numpy, Matplotlib, Panda, Seaborn

Github : https://bit.ly/githubsecfeat
Looker : https://bit.ly/lookersecfeat
Medium : https://bit.ly/mediumsecfeature