

# JOVANKA LOEI

## DATA ANALYST | BUSINESS INTELLIGENCE

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[LinkedIn](#) | [Portofolio](#)

Analytical and detail-oriented Digital Commerce enthusiast with hands-on experience in data analyst. Conducted a project analyzing MSMEs sales data from marketplace, focusing on data cleaning and data visualization with Excel and Python to identify sales trends. Skilled in Excel, Python, Tableau, and machine learning with a strong ability to transform raw data into actionable business insights.

### EDUCATION

|  |                           |
|--|---------------------------|
| <b>Multimedia Nusantara Polytechnic</b>  | <b>Sep 2023 - Present</b> |
| <i>Digital Commerce &amp; Supply Chain, GPA 3.95/4.00</i>  |                           |
| <b>Achievement</b> E-Commerce Logistics Best Student 2023, E-Commerce Logistics Academic Award 2024, E-Commerce Logistics ACE (Performer) 2024, Digital Commerce & Supply Chain Academic Champion 2024, Digital Commerce & Supply Chain Inspirer 2025. |                           |

### EXPERIENCE

|   |                             |
|---|-----------------------------|
| <b>Website Development &amp; Analytics</b> - PT Limov Power Structure & Jasung Indonesia  | <b>Sep 2025 - Present</b>   |
| Developing Jasung Indonesia website interface using PHP integrated with Laravel Framework and conduct costumer behavior analysis on the website using Google Analytics.           |                             |
| <b>Sales Performance Analyst</b> - Borde Perfume MSMEs Sales Data   | <b>June 2025</b>            |
| Cleaned and transformed raw data using Excel, Python, and Tableau for visualization and generate business insights to identify seasonal sales trends and top performing products. |                             |
| <b>E-Commerce Management &amp; Digital Marketing</b> - Tech Project I   | <b>Feb 2025 - June 2025</b> |
| Improved Shopee store, boosting sales by 324% and visitors by 99% through Shopee and TikTok Videos.   |                             |
| <b>WordPress-Based Website Development</b> - Community Service  | <b>Dec 2024 - Present</b>   |
| Implemented responsive and user-friendly design to promote UP2K products from Sukawali Village.   |                             |
| <b>Website Interface</b> - Flexible and Integrated Online Turtle Shop   | <b>Oct 2024</b>             |
| Developed Jokuraku website interface using PHP integrated with Laravel Framework, managed MySQL database to store product, order, and user data.                                  |                             |
| <b>E-Commerce Store Manager</b> - Shopee, Tokopedia & TikTok Seller   | <b>June 2023 - Present</b>  |
| Achieved Star Badge Seller with 4.8/5.0 rating from 800+ reviews, 1.5K transactions, 3.6K products sold on Shopee, and Rp 2.3M+ GMV in the first month on TikTok Shop.            |                             |

### ORGANIZATION EXPERIENCE

|   |                            |
|---|----------------------------|
| <b>Secretary &amp; Treasurer</b> - Student Association of Digital Commerce & Supply Chain | <b>Oct 2024 - Jan 2026</b> |
| Managed documentation, correspondence, and financial reporting for the association.       |                            |

### CERTIFICATION

|  |                 |
|--|-----------------|
| <b>SimpliLearn</b> - Power BI for Beginners  | <b>Nov 2025</b> |
| <b>DQLAB Academy</b> - Bootcamp Data Analyst with SQL, Python, Excel, and Machine Learning, AI | <b>Oct 2025</b> |
| <b>DGIP Indonesia</b> - Intellectual Property Rights for Jokuraku Website Interface            | <b>Oct 2024</b> |
| <b>DQLAB Academy</b> - SQL, R, and Python Fundamental for Data Science                         | <b>Aug 2024</b> |

### SKILLS

- Analytical Thinking** - Interpret diverse datasets using Excel, Google Worksheet, MySQL, and Python.
- Attention to Detail** - Cleaned, transformed, and visualization datasets in Excel and Python.
- Problem Solving** - Designed Tableau dashboards to support data-driven decisions.
- Storytelling with Data** - Translated complex data into actionable insights and dashboards using Tableau.
- Adaptability** - Quickly learned new BI tools and data techniques to meet project needs.
- Team Work** - Collaborated with cross functional teams to deliver effective BI solutions.