

Marcello Roy

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As a student in Information Systems at Multimedia Nusantara University, I have gained significant experience in Data Science through academic projects and internships. I am proficient in Python and SQL and skilled in data visualization tools such as Tableau. My academic journey has equipped me with the ability to develop predictive models, analyze complex datasets, and provide actionable insights. Additionally, I actively participate in committee activities, which have honed my leadership, teamwork, project management, and communication skills. I am committed to continuous learning and strive to contribute meaningfully at every opportunity.

Education Level

Multimedia Nusantara University

Aug 2022 - Present

Information System (GPA 3.56/4.00)

- Recipient of a first Semester Scholarship by Multimedia Nusantara University
- Enhanced analytical skills through relevant coursework such as Data Science and Business Analyst

Working Experience

Advanced Big Data Laboratory Assistant

Feb 2025 - Present

Multimedia Nusantara University Laboratory Assistant

- Assist in preparing and conducting Advanced Big Data Analytics lab sessions.
- Support students with big data analysis techniques, tools, and software (e.g., Hadoop, Big Query, SAS).
- Manage and maintain lab infrastructure, including big data clusters and specialized software.

Big Data Laboratory Assistant

Aug 2024 - Feb 2025

Multimedia Nusantara University Laboratory Assistant

- Assist in preparing and conducting Big Data Analytics lab sessions.
- Support students with big data analysis techniques, tools, and software (e.g., Hadoop, Big Query, SAS).
- Manage and maintain lab infrastructure, including big data clusters and specialized software.

Data Entry Fiverr

Jan 2024 - Present

Data Entry & Input-Based Virtual Project

- Managed and formatted data to ensure consistency and accuracy across multiple datasets.
- Verified and corrected data discrepancies, maintaining high standards of data integrity.
- Organized and categorized data for easy retrieval and analysis, streamlining the data entry process.

Data Analyst Intern PT Karya Generasi Nusantara

Jan 2023 - Jul 2023

Data Analyst

- Assisted in data collection and ensured an efficient data cleaning process to maintain accuracy and reliability.
- Utilized K-means clustering to classify customers into distinct segments based on their behavior and characteristics.
- Interpreted the business process and provided insights to evaluate its effectiveness and identify improvement opportunities.

Organizational Experience

Chief Equipment Coordinator

Aug 2024–Oct 2024

Game Development Club - G2X

- Handled logistics and technical setup for club meetings and events.
- Maintained inventory of all equipment and coordinated usage schedules.
- Ensured timely setup and proper storage of all materials.

Student Buddies

Jul 2023–Aug 2023

Student Mobility Global Office Program

- Coordinated orientation sessions and cultural exchange activities to help international students acclimate and integrate into the university community.
- Organized and managed regular meetings and events to address students' concerns, provide support, and foster a sense of community among participants.
- Developed and maintained detailed records and reports on student progress and program effectiveness, providing valuable feedback for continuous improvement

Skills and Language

- **Soft Skills:** Project Management, Leadership, Strategic Planning, Mentoring, Communication, Relationship Building.
- **Hard Skills:** Data Science, Machine Learning, Prompting Artificial Intelligence, Business Analysis, Python, Jupyter Notebook, Tableau, SQL, Data Visualization, Microsoft Office Suite, Google Sheets.
- **Language:** English, Bahasa Indonesia (Native)

Certificate

- **Basic Data Science Training with Interactive Modules - Talent Scouting Academy Digital Talent Scholarship 2023** by Kominfo
- **Data Science Fundamentals: Introduction and Applications** by Monash University
- **Google Data Analytics Specialization**
- **Meta Data Analyst Specialization**

Project

- **Bank Churn Analysis of Credit Card Visualization Using Tableau**
Analyzed factors influencing customer churn in the credit card sector through advanced data visualization techniques and machine learning algorithms using Tableau. Created interactive dashboards supporting marketing strategies, risk management, and customer retention.
- **Navigating Bank Churn: A Comparative Analysis of Decision Tree and SVM Models Using CRISP-DM Methodology**
Compare the performance of Decision Tree and SVM models in identifying bank customer churn. I used CRISP-DM methodology to highlight the visual interpretability of Decision Trees and SVM's capability in handling complex data.
- **Predicting Hospital Admission Prices by Implementing Machine Learning**
I implemented advanced machine-learning techniques in this project to predict hospital patient billing costs. By analyzing various patient data and health metrics, this model aims to provide accurate cost predictions, thereby enhancing financial planning and decision-making for healthcare providers.
- **Analysis of the Impact of Lecture Attendance on Student Learning Outcomes Using Linear Regression**
This project explores the relationship between lecture attendance and learning outcomes using primary and secondary survey data. The analysis includes data visualization, statistical tests, and linear regression to understand how class attendance affects motivation and material comprehension. The results show that lecture attendance significantly improves learning outcomes, providing valuable insights for educational policy.
- **Customer Personality Analysis**

Customer Profile Analysis project is about Customer Segmentation using K-Means clustering. The goal is to analyze and profile different customer groups based on various features, which can help in better targeting and decision-making.

- **Vehicle Detection with CNN**

This project focuses on detecting vehicles in images using Convolutional Neural Networks. The model is trained to identify and classify vehicles from various angles and environments, aiding in applications such as traffic monitoring, smart surveillance, and autonomous driving systems.

- **SMS Spam Detection with LSTM**

This project involves building a spam detection system using Long Short-Term Memory networks. By leveraging sequential patterns in text messages, the model learns to differentiate between spam and legitimate SMS content, helping to enhance mobile security and user experience.