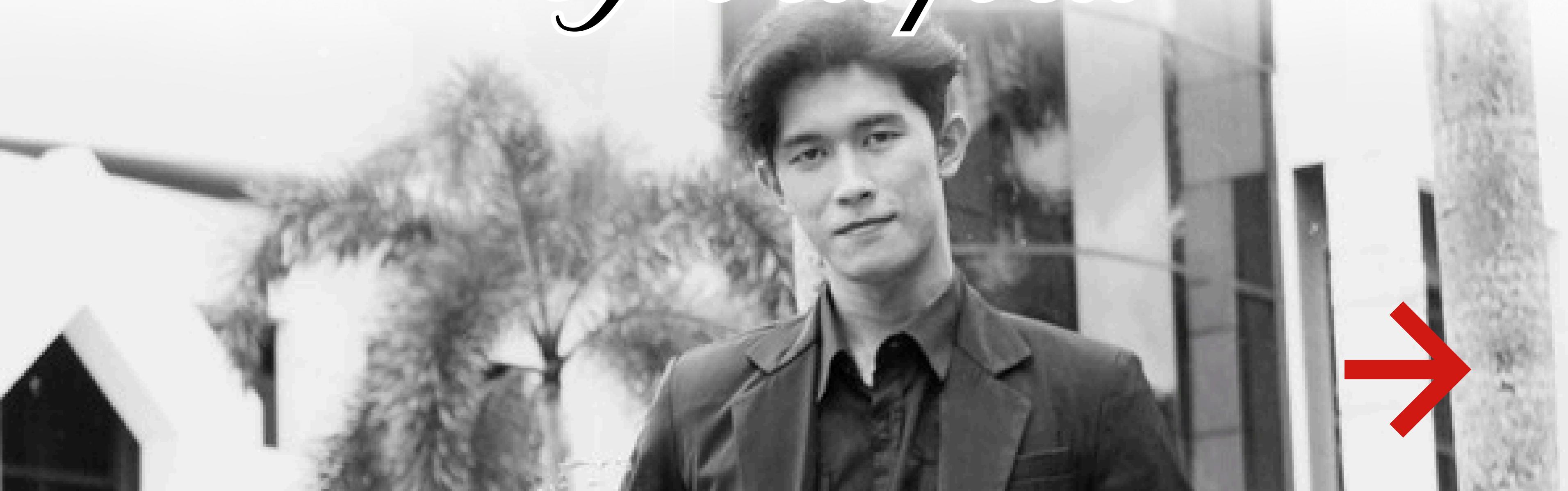


DATASCIENCE

DA Portfolio

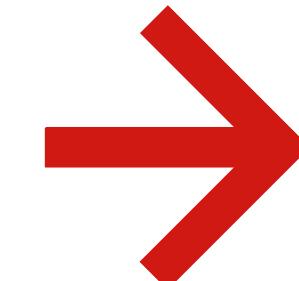


Hello! I'm
ZIKRI !



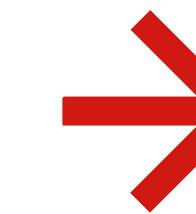
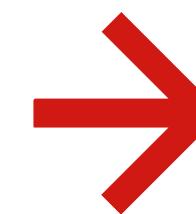
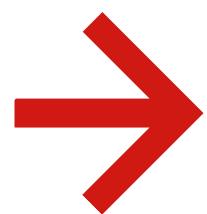
I am a Business Management graduate from YKPN Business School Yogyakarta, holding a GPA of 3.46 over 4 years of study. As a passionate Data Enthusiast with hands-on experience in Data Science, I continuously work to enhance my skills in this field. Completed the Data Science Bootcamp at Digital Skola, gaining expertise in Statistics, SQL, Excel, Python, and data visualization with Looker Studio and Power BI.

Through personal projects, I've built and refined predictive models that combine my analytical and business understanding. These experiences have shaped me into a disciplined, curious, and detail-oriented problem solver. I'm now excited to contribute to the Big Data field by transforming complex data into actionable insights for better decision making.



EDUCATION & Course

**STIE YKPN Yogyakarta
Business Management
(2019–2025)
GPA 3.46/4.00**



- Studying business management from both macro and micro perspectives, such as market analysis, fiscal policy, global economic growth, investment, marketing, financial, and operations management, which sharpens my skills in analysis and business understanding.
- Hands-on practice in business development that hones problem-solving skills, creative thinking, attention to detail, and effective teamwork.



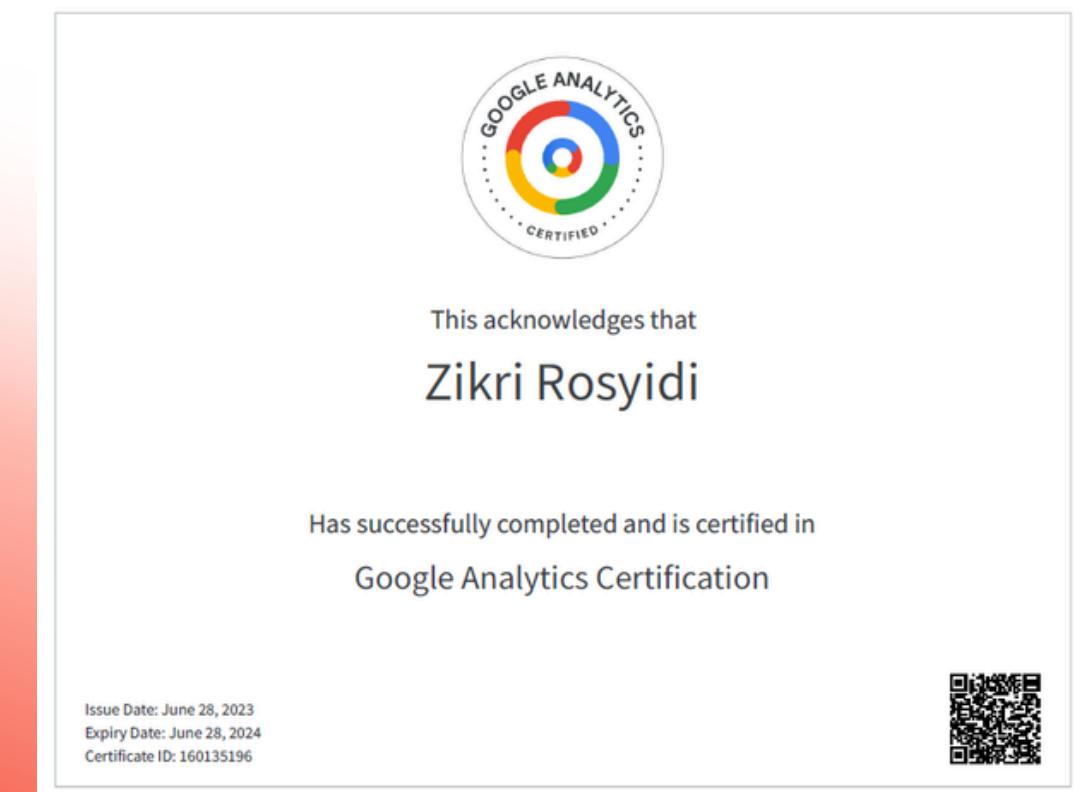
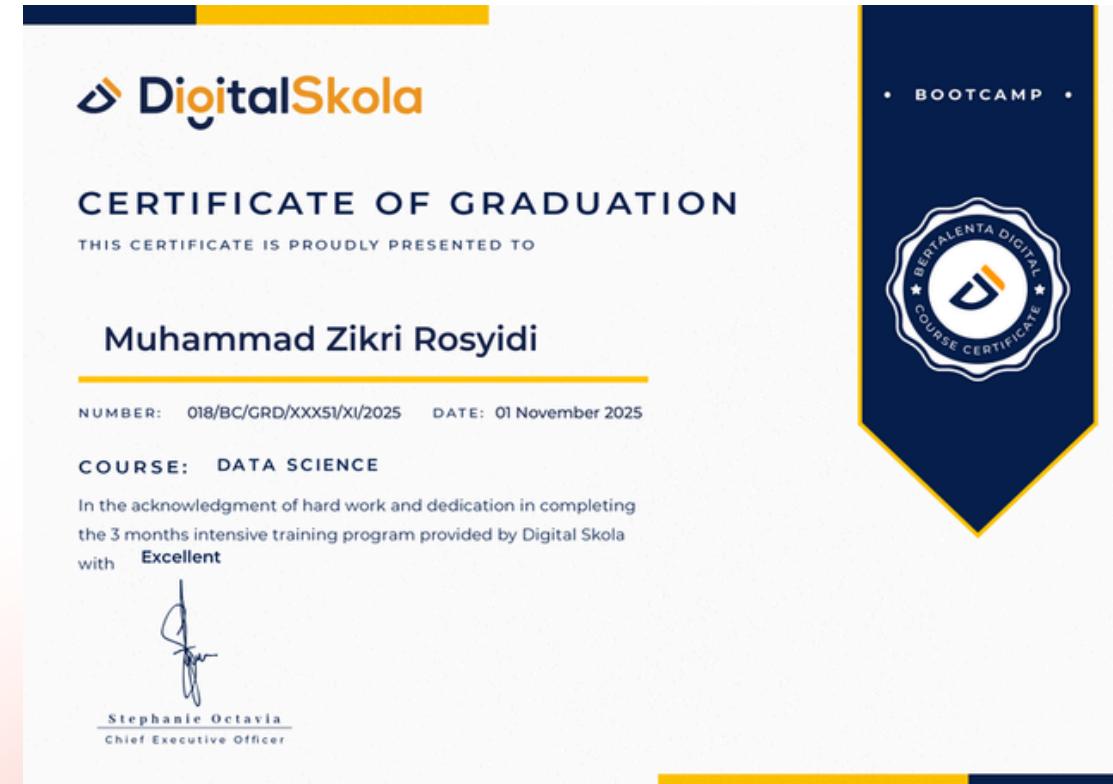
**Data science Bootcamp
DigitalSkola
(Jun – Dec 2025)**

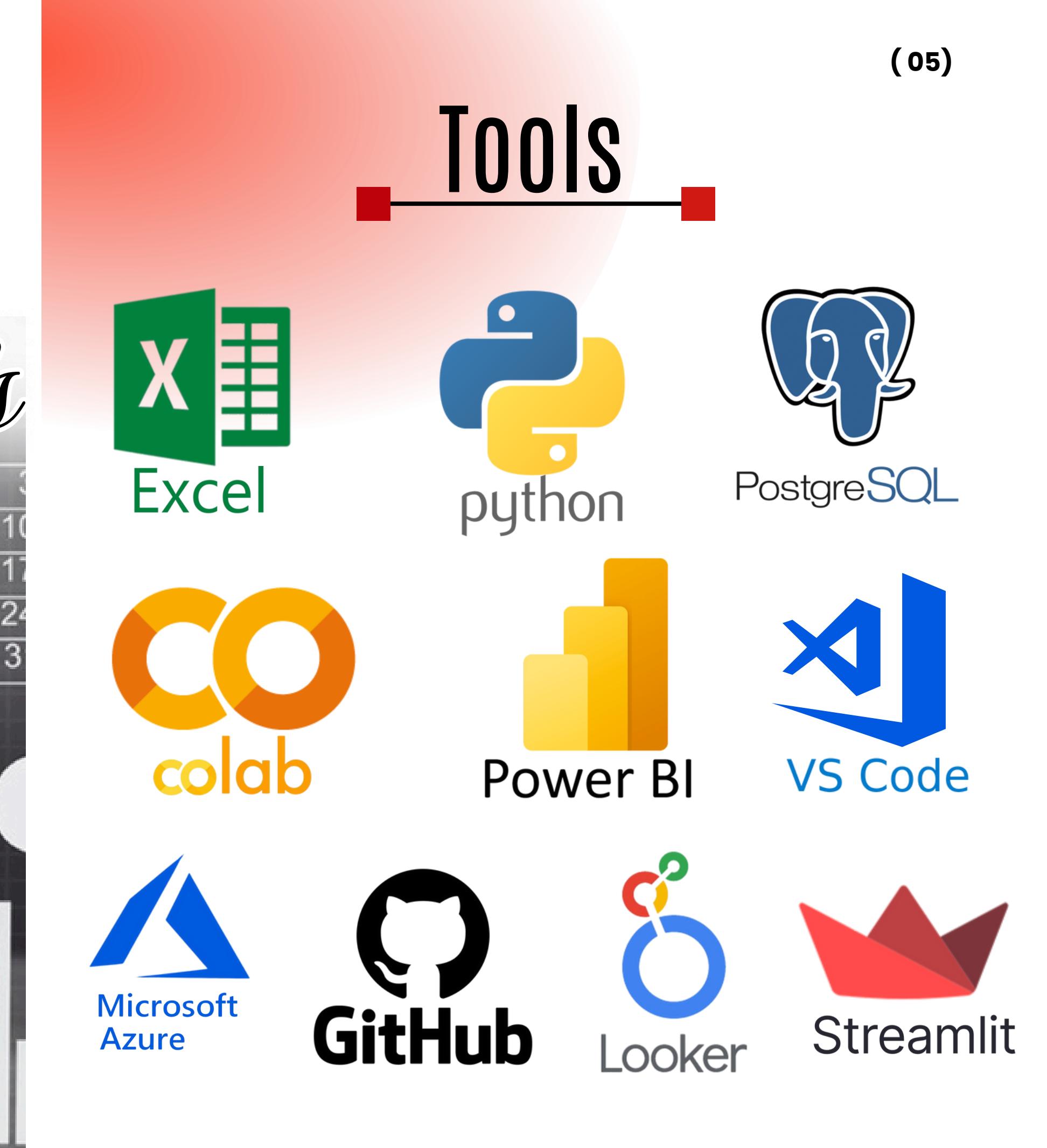
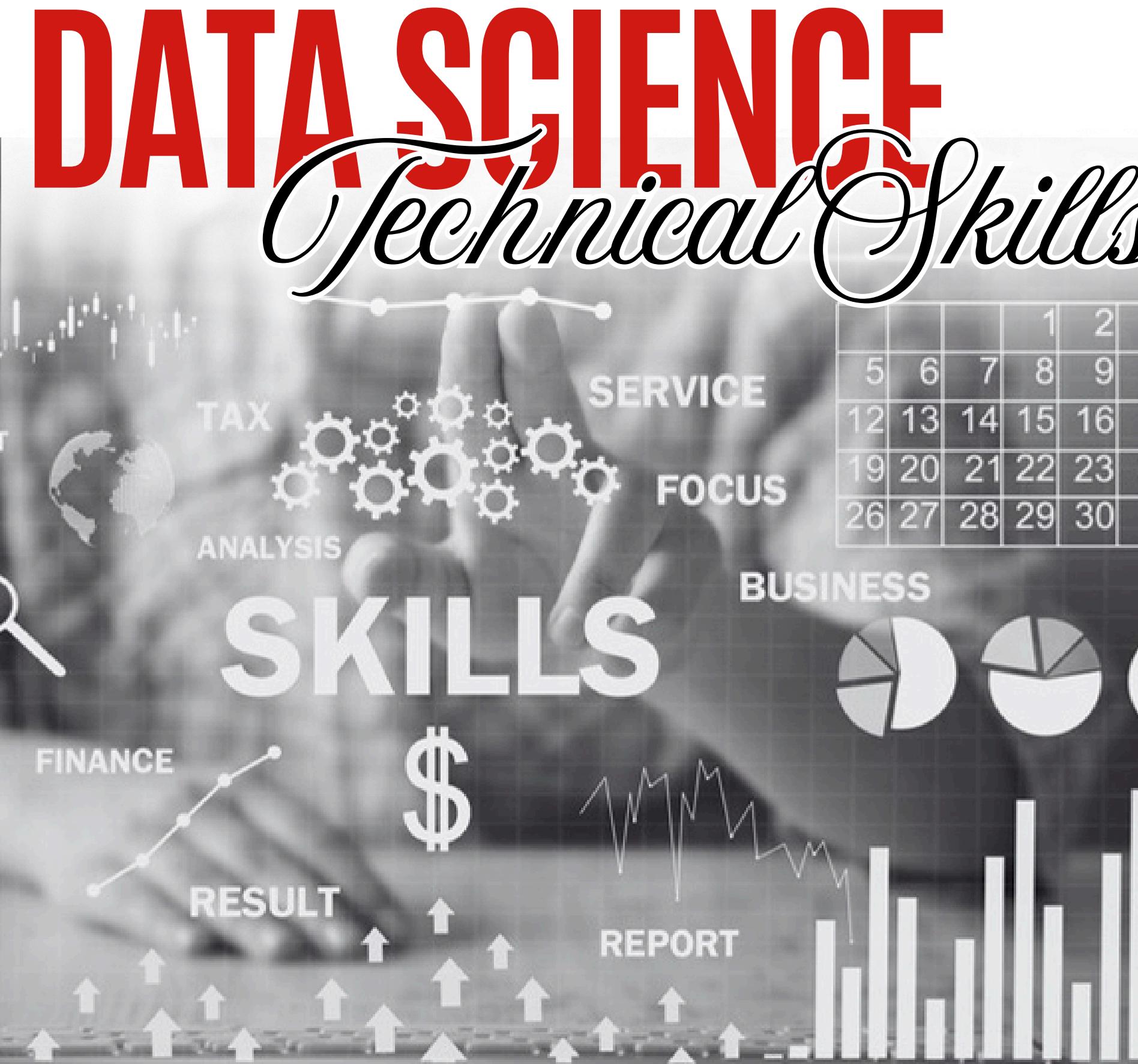
- A deep learning bootcamp, Real Internship, and BNSP certification which learning and being hands-on crucial skills of Statistics, SQL, Python, Cloud Computing utilizing tools such as Jupyter, DBeaver, Github, VSCode, etc.
- Hands-on practice with various database projects analyzing different business problems, which enhances skills in problem-solving, data understanding, statistics, and critical thinking.

**Excel Data Analyst
DigitalSkillsarea
(May – Jun 2023)**

- Gaining proficiency with key tools like PivotTables, Power Query, and advanced formulas (e.g., VLOOKUP, INDEX-MATCH, IF, SUMIFS) to clean, organize, and analyze raw datasets efficiently.
- Building interactive charts and dashboards using Excel's visualization tools (e.g., charts, slicers, conditional formatting) to communicate insights effectively.

CERTIFICATES

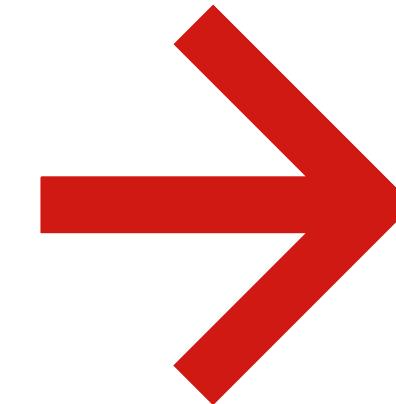






WORK & PROJECTS

HERE ARE MY PERSONAL PROJECTS AND PRACTICAL
EXPERIENCES IN THE FIELD OF DATA SCIENCE

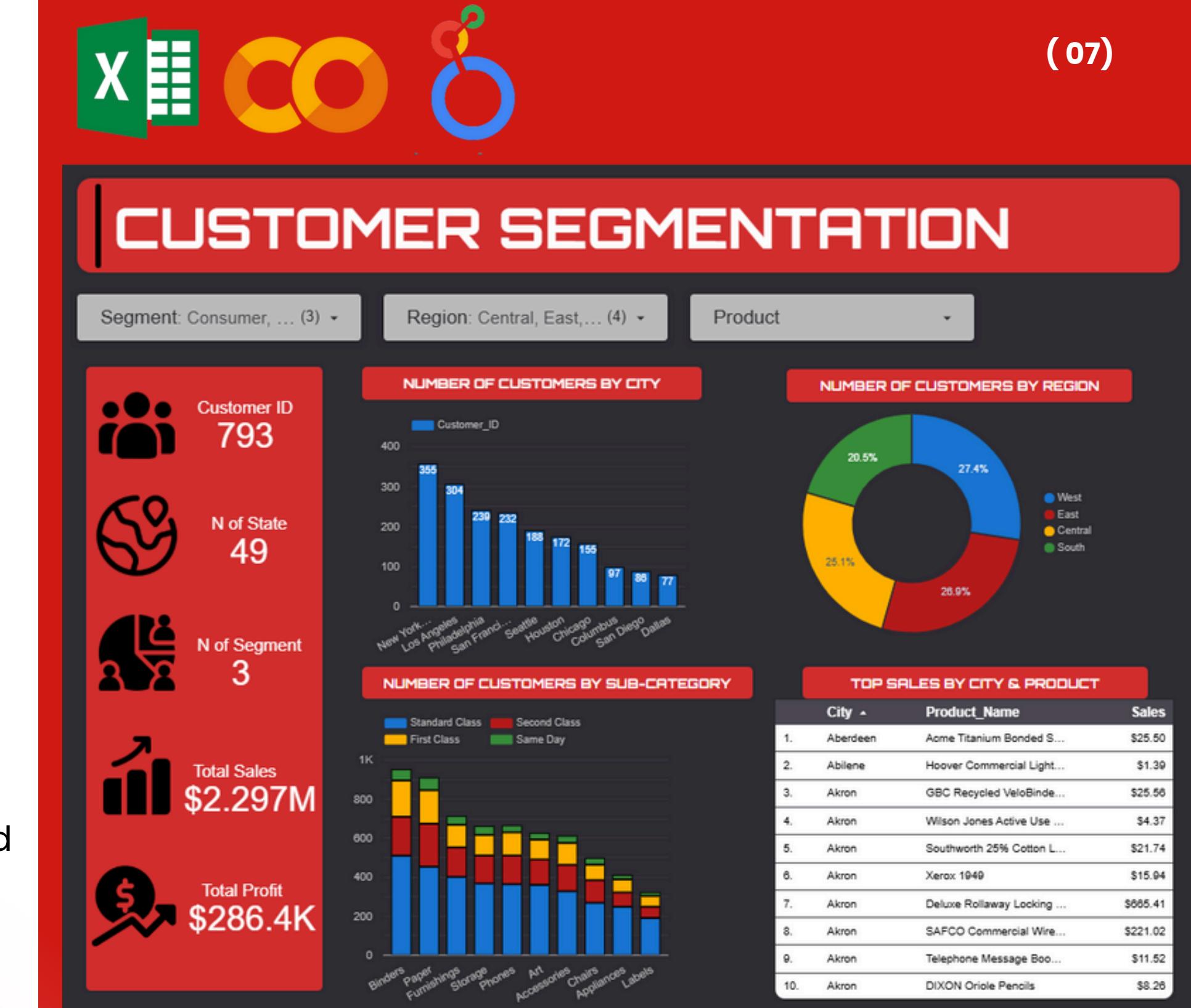


PROJECT 1

CUSTOMER SEGMENTATION ANALYSIS

This project was part of the DigitalSkola Data Science Bootcamp. The analysis was conducted using database stored in Spreadsheet, and dashboards were created with Google Looker Studio. Key tasks I completed during this project included:

- Gaining a deep understanding of the business and data, including analyzing business workflows and identifying causal relationships among key metrics.
- Ensuring the database was clean and ready for analysis by performing data preprocessing and cleaning using Python in Google Colab.
- Designing an interactive and visually appealing dashboard to provide clear insights into customer segment distributions and profitability.
- Analyzing customer segments by examining key metrics such as sales by product category, top-performing states, and customer profitability to uncover trends and identify improvement opportunities.
- Developing an engaging dashboard presentation to effectively communicate analytical findings and highlight key business insights to company stakeholders.



LINK TO DASHBOARD:

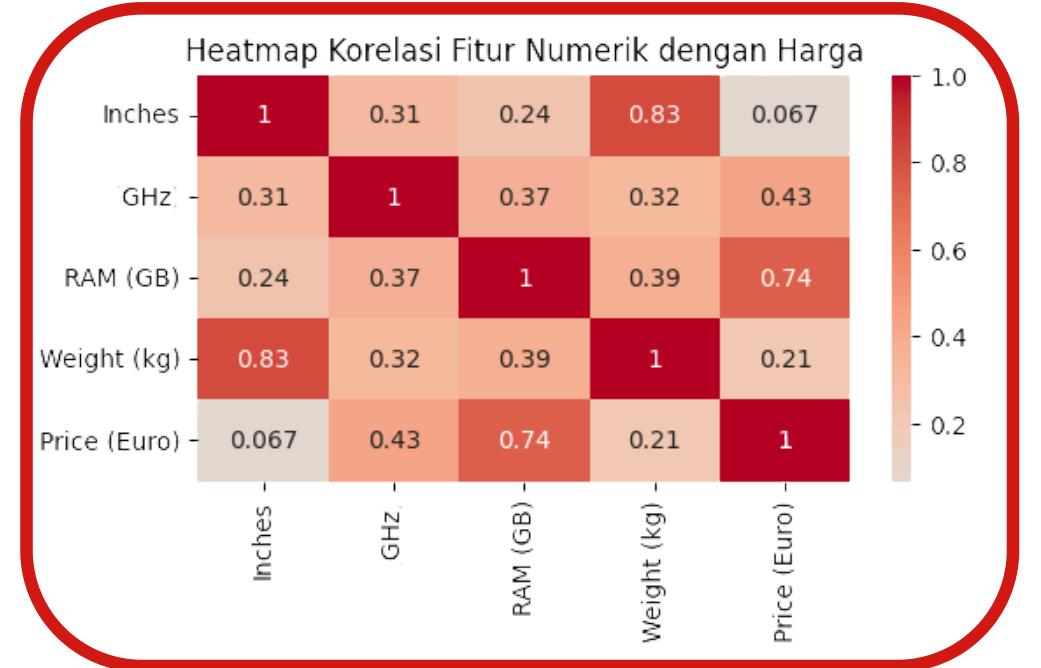


Alchemist Project

Looker Studio turns your data into informative dashboards and reports that are easy to read, easy to share, and fully customizable.

[Looker Studio](#)





LAPTOP PRICE PREDICTION APP

This is my final project from the DigitalSkola Data Science Bootcamp. The analysis focused on **developing a machine learning model to predict laptop prices based on various influencing factors.**

Key tasks I completed during this project included:

- Analyzing variables related to laptop prices and building a predictive model using Python in Google Colab to estimate the prices of new laptops based on their specifications.
- Interpreting relationships between data variables and transforming them into meaningful features for a price recommendation system, deployed as a web application using Streamlit and VS Code.
- Enhancing business decision by providing accurate price predictions to help companies manage inventory based on market demand and develop effective marketing strategies to increase competitiveness.
- Delivering insights to support improvements in the company's pricing and sales strategies.

PROJECT 2

The screenshot shows a Streamlit web application titled "Laptop Price Predictor". The interface includes a header with the app name and a sub-instruction "Masukkan spesifikasi laptop dan lihat estimasi harganya + tren prediksi user lain". Below the header is a form with the following fields:

- Brand (Company):** Acer
- RAM (GB):** 8
- Sistem Operasi:** Mac
- Berat (kg):** 2,00
- Ukuran Layar (Inci):** 15,60
- Resolusi Layar:** 4K
- PPI (Pixels Per Inch):** 144,00
- Brand CPU:** AMD
- Tipe CPU:** AMD A-Series
- Frekuensi CPU (GHz):** 2,50
- Brand GPU:** AMD
- Model GPU:** NVIDIA GeForce GTX 1080

At the bottom right of the form are two small icons: a pink circle with a white dot and a red crown.

<https://laptop-price-predictor-polaris-final-project.streamlit.app>



LET'S WORK
Together.

mzrosyidi@gmail.com

<https://www.linkedin.com/in/zikri-rosyidi/>