

# Profile Portofolio

Naila Noelany Maharani

Let's slide to see my portofolio!

# About Me

## **Naila Noelany Maharani**

<https://www.linkedin.com/in/nailanoelany/>

Motivated Data Analyst and result-driven professional with a background in data analysis and IT governance. Currently a Fresh Graduated student at Universitas Pembangunan Nasional "Veteran" Jakarta, majoring in Information Systems with a GPA of 3.93/4.00. Proficient in tools like Python, PowerBI, and Excel with last experience in Telkomsel. Recognized with the Kemendikbud-Ristek "Beasiswa Unggulan" award. Passionate about continuous learning and growth in the IT industry.



# Personal Skill



Microsoft Office



Project Management



IT Governance



Data/System/Business Analyst



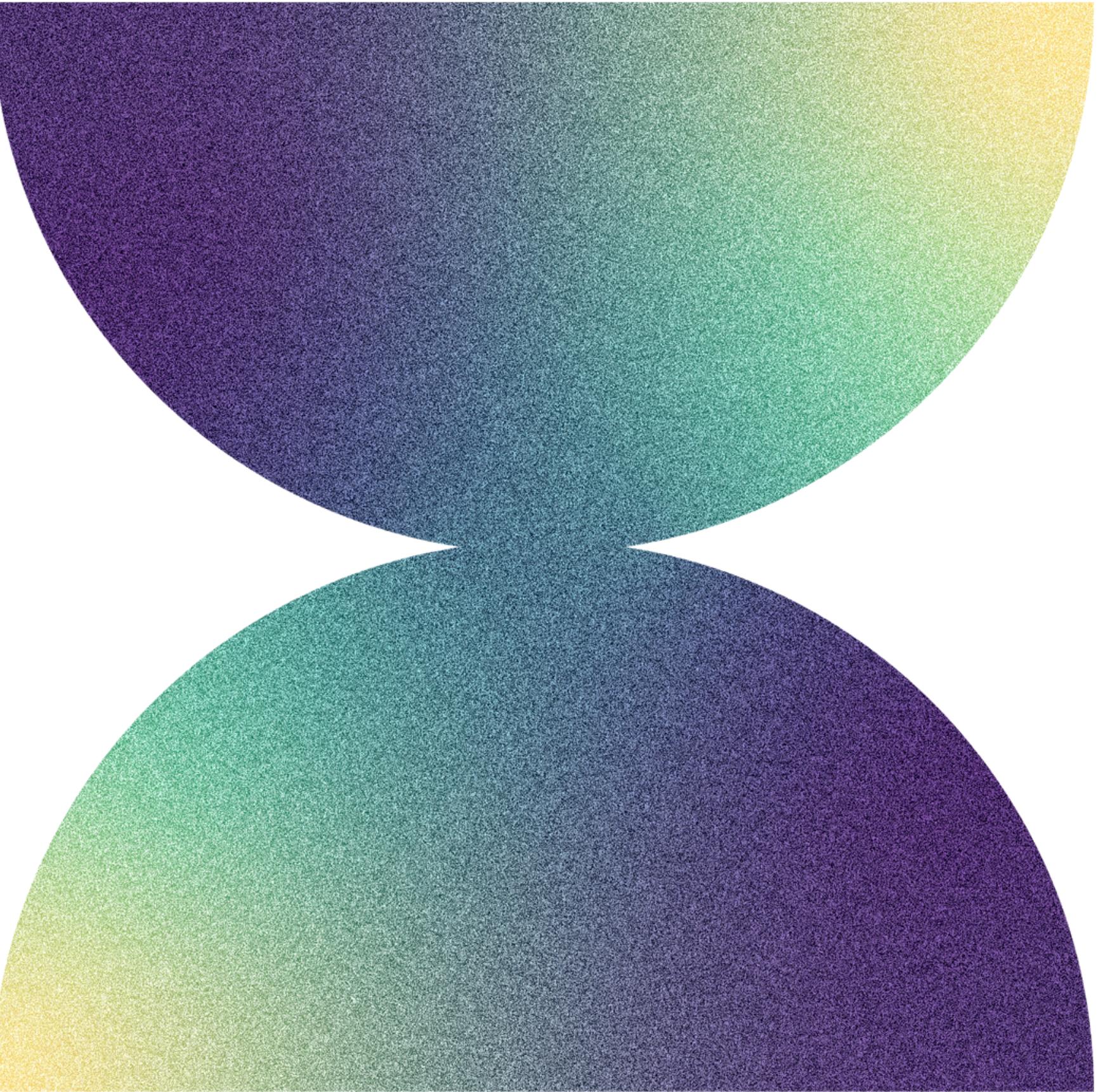
Visualization



UI and UX Design

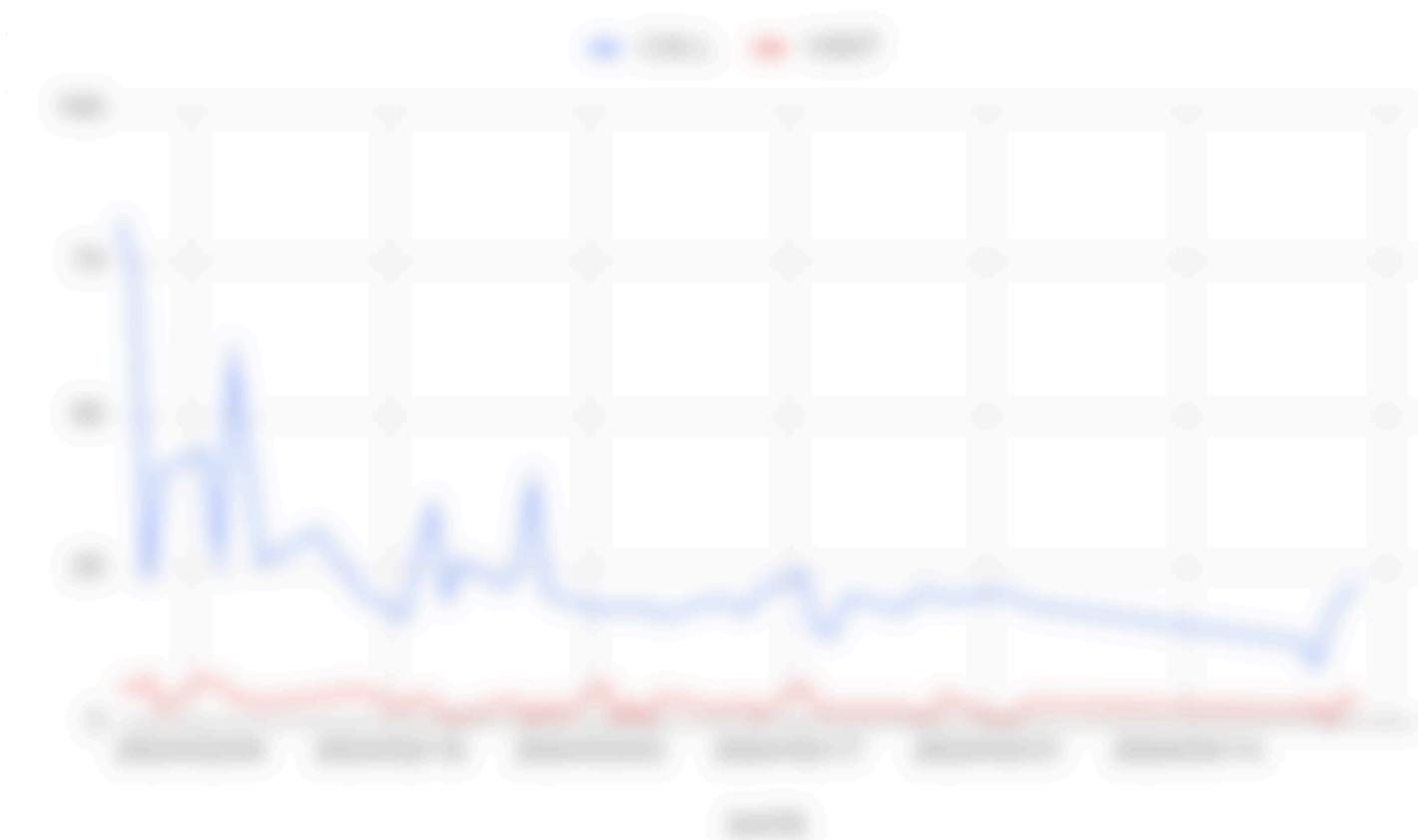


# **Work Experience**



# Astra Credit Companies

Business Development Intern  
Jan 2024 – Mar 2024



*Graphic chart visualization for report*

ACC (Astra Credit Companies) is a leading financial services provider in Indonesia, specializing in auto financing and credit services. As a Business Development Intern, my main responsibility was to reach out to potential merchants and onboard them as partners. **I created several new strategies**, including optimizing call timing, developing interactive call narratives, and conducting proactive follow-ups via WhatsApp. These efforts resulted in **successfully onboarding 128 merchants** within three months. Additionally, I introduced a new method for reporting by implementing an efficient call reporting system **using pivot tables**, which **reduced data processing time by approximately 40%**.

# Telkomsel

Retention Customer Management Intern  
Aug 2023 – Dec 2023



Telkomsel (PT Telekomunikasi Selular) is a leading telecommunications company in Indonesia, renowned for its comprehensive mobile and digital services. As a Retention Customer Management Intern, I played a pivotal role in leveraging data analytics to enhance customer retention strategies. I managed and analyzed extensive customer datasets **using Excel and Power BI**, transitioning from static pivot tables to dynamic, interactive Power BI dashboards. This transformation significantly **reduced manual workload by 30%-50%** and provided comprehensive insights for improved decision-making.

I developed and implemented multiple interactive Power BI dashboards, each tailored to specific needs such as **summarizing 312 campaigns in Jabotabek, analyzing feedback from 120 outlets, and evaluating broadband pack revenue trends**. These visualizations facilitated in-depth analysis and strategic adjustments, contributing to enhanced operational efficiencies and customer satisfaction.

Innovatively, I initiated and automated the identification of Optical Distribution Points (ODP) **using the K-Nearest Neighbors (KNN) algorithm in Python**. Processing geospatial data for 73 locations, this initiative enabled precise budgeting and operational planning for the sales team.

Furthermore, I introduced **correlation analysis and machine learning models, achieving over 80% accuracy in predicting customer uptake of packages**. This data-driven approach eliminated reliance on assumptions in CRM, providing actionable insights for the Sales Directorate and laying a strong foundation for my future as a data analyst.

# Zenius Education

Videographer Intern and Production Assistant  
Feb 2023 – June 2023



Zenius Education (PT Zona Edukasi Nusantara) is a leading education company in Indonesia, providing high-quality online learning platforms. As a Videographer, I contributed to various aspects of audiovisual production, including **pre-production, filming, and editing**. I set up the studio for Zenius YouTube podcast daily and managed livestream assets with OBS Studio. I also **executed digital marketing plans and generated creative content ideas**. As a Production Assistant, I handled script preparation, equipment procurement, location setups, and logistics, **ensuring smooth project workflows and effective team communication**.



Jenis	Keterangan	Link
Zenius Learning Podcast	Ep. 33	<a href="https://youtu.be/dB6-58ICHVI">https://youtu.be/dB6-58ICHVI</a>
	Ep. 34	<a href="https://youtu.be/LJIX9Q6S9Pc">https://youtu.be/LJIX9Q6S9Pc</a>
Highlight New Primagama Mencari Juara Powered by Zenius	Jakarta	<a href="https://bit.ly/NPMJ-JKT-01">https://bit.ly/NPMJ-JKT-01</a> <a href="https://bit.ly/NPMJ-JKT-02">https://bit.ly/NPMJ-JKT-02</a> <a href="https://bit.ly/NPMJ-JKT-03">https://bit.ly/NPMJ-JKT-03</a>
	Jember	<a href="https://bit.ly/NPMJ-JAMBER-01">https://bit.ly/NPMJ-JAMBER-01</a> <a href="https://bit.ly/NPMJ-JAMBER-02">https://bit.ly/NPMJ-JAMBER-02</a> <a href="https://bit.ly/NPMJ-JAMBER-03">https://bit.ly/NPMJ-JAMBER-03</a>
	Final (happy)	<a href="https://bit.ly/NPMJ-FINAL-HAPPY">https://bit.ly/NPMJ-FINAL-HAPPY</a>
Creative Production (Social Media Ads)	OMO Series Eps.1	<a href="https://bit.ly/OMOSERIES-01">https://bit.ly/OMOSERIES-01</a>

# Documentation

# Astra Credit Companies



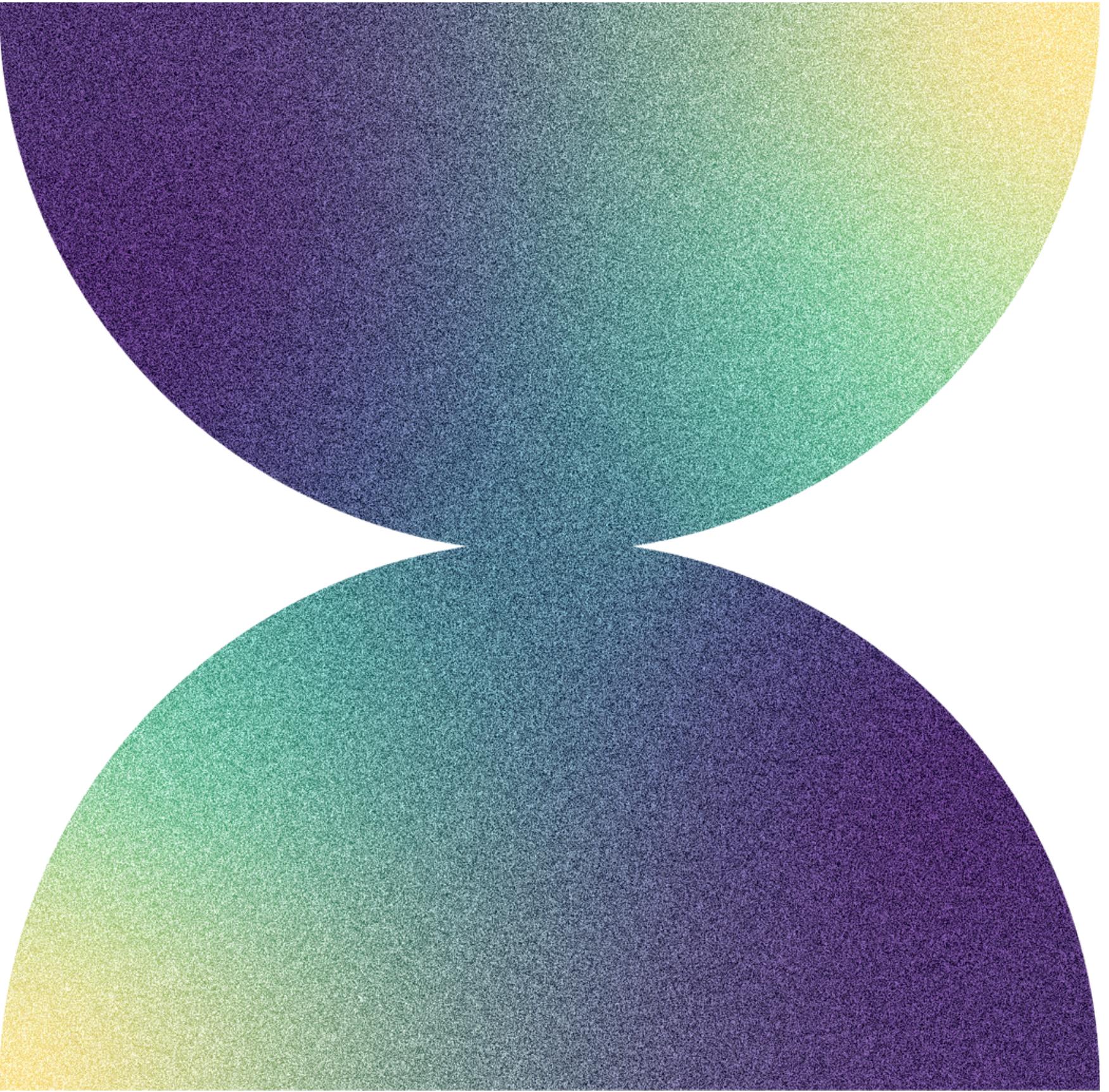
# Telkomsel



# Zenius



# Project



# Dashboard Visualization

## Dashboard Visualization with Power BI



campaign



voice of customer



summary revenue  
desktop version



summary revenue  
mobile version

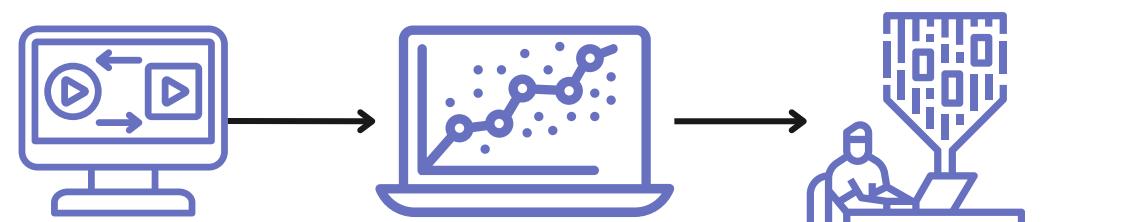
In this project, the goal was to create a dashboard that efficiently summarizes complex data in an easy-to-understand format. Utilizing Power BI's interactive features, the dashboard includes filters and slicers that allow users to explore different aspects of the data interactively. The design prioritizes customization and flexibility, ensuring the dashboard can be tailored to meet specific user needs and preferences.

# Correlation Analysis

## Correlation Analysis with Python & SPSS

The primary goal of this project was to conduct correlation analysis to identify variables that significantly influence customer conversion to users of a specific service or product.

In this project, I utilized statistical techniques to analyze correlations between various customer-related variables and conversion rates. By employing tools like Python and SPSS, I identified key factors affecting customer uptake, enabling strategic adjustments to marketing campaigns and service offerings. This data-driven approach provided actionable insights to optimize customer acquisition strategies and enhance overall business performance.



Figuring out how to  
transform data  
categorical to  
numerical

Analyze using  
Bivariate Pearson  
SPSS

Data Interpretation

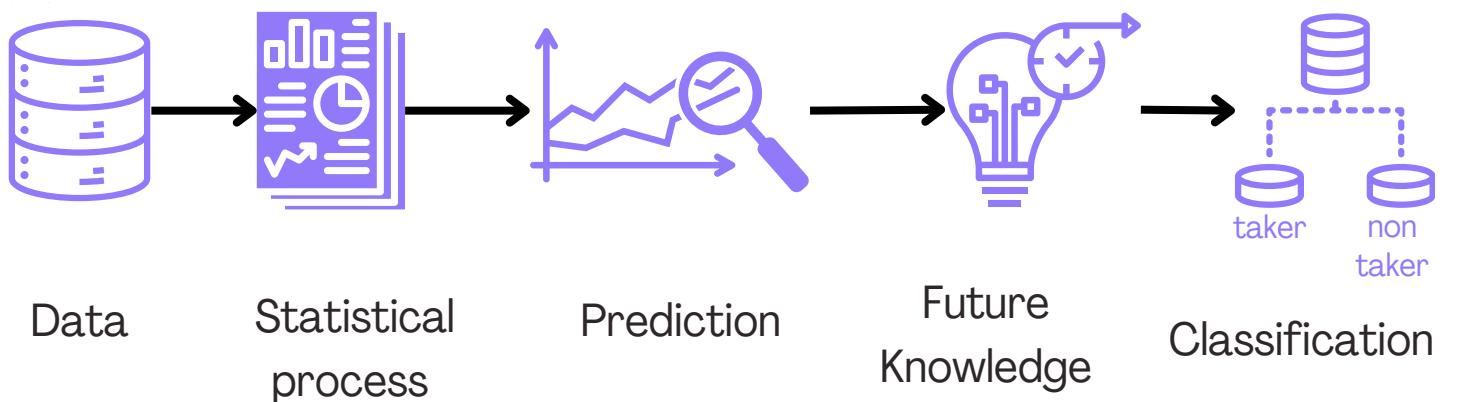


implementation output

# Machine Learning

## Predictive Modelling

In this project, I applied machine learning algorithms to analyze historical data and predict potential customer uptake for a targeted service package. The implementation involved data preprocessing, feature engineering, and model training to achieve accurate predictions using Python and tools like VSCode and Google Colab. These insights were instrumental in optimizing marketing campaigns and enhancing customer acquisition strategies, contributing to improved business outcomes.



code

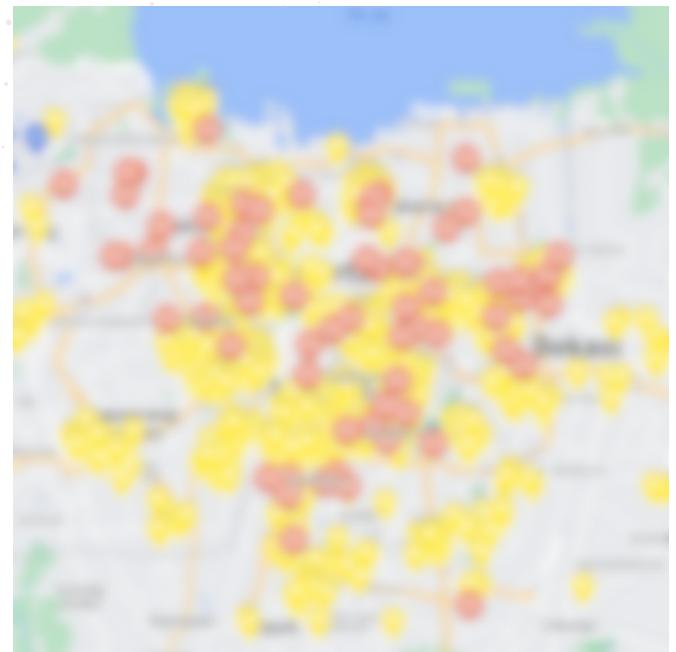


implementation output

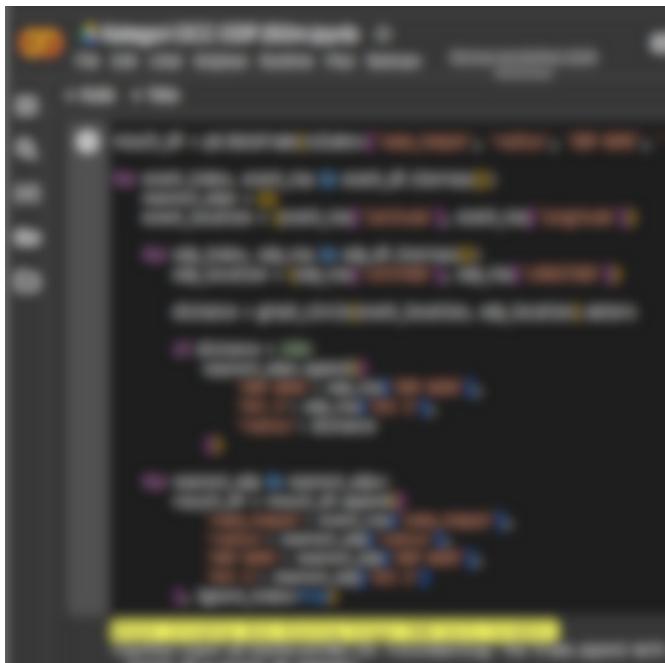
# Geospatial Data

This project aimed to determine the nearest points from 73 locations within a specific radius for budget calculations. Additionally, it involved enhancing the dataset by introducing a new categorical feature.

In this project, I utilized geospatial analysis, including the K-Nearest Neighbors (KNN) algorithm, to automate identifying nearby points for accurate budgeting. I also enriched the dataset by integrating a new categorical attribute based on spatial analysis results, improving data granularity for better decision-making.



visualization



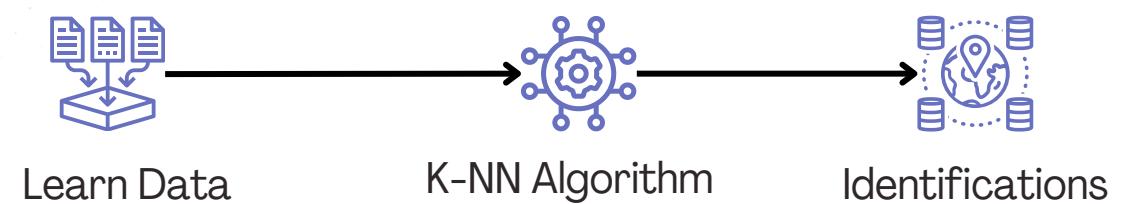
code



data output



data distribution with pivot table



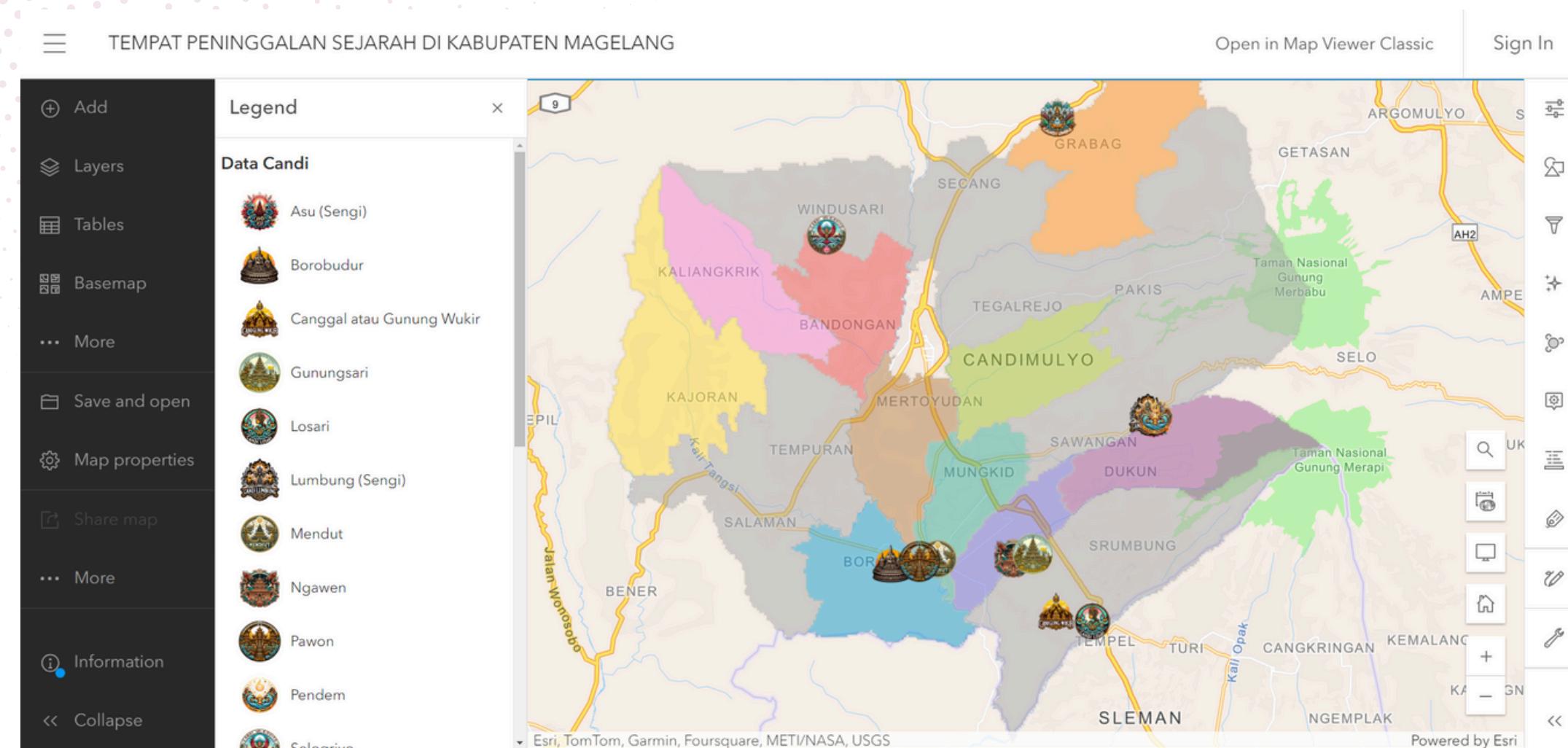
Learn Data

K-NN Algorithm

Identifications

# Geospatial Data

## Historical Sites in Magelang Regency



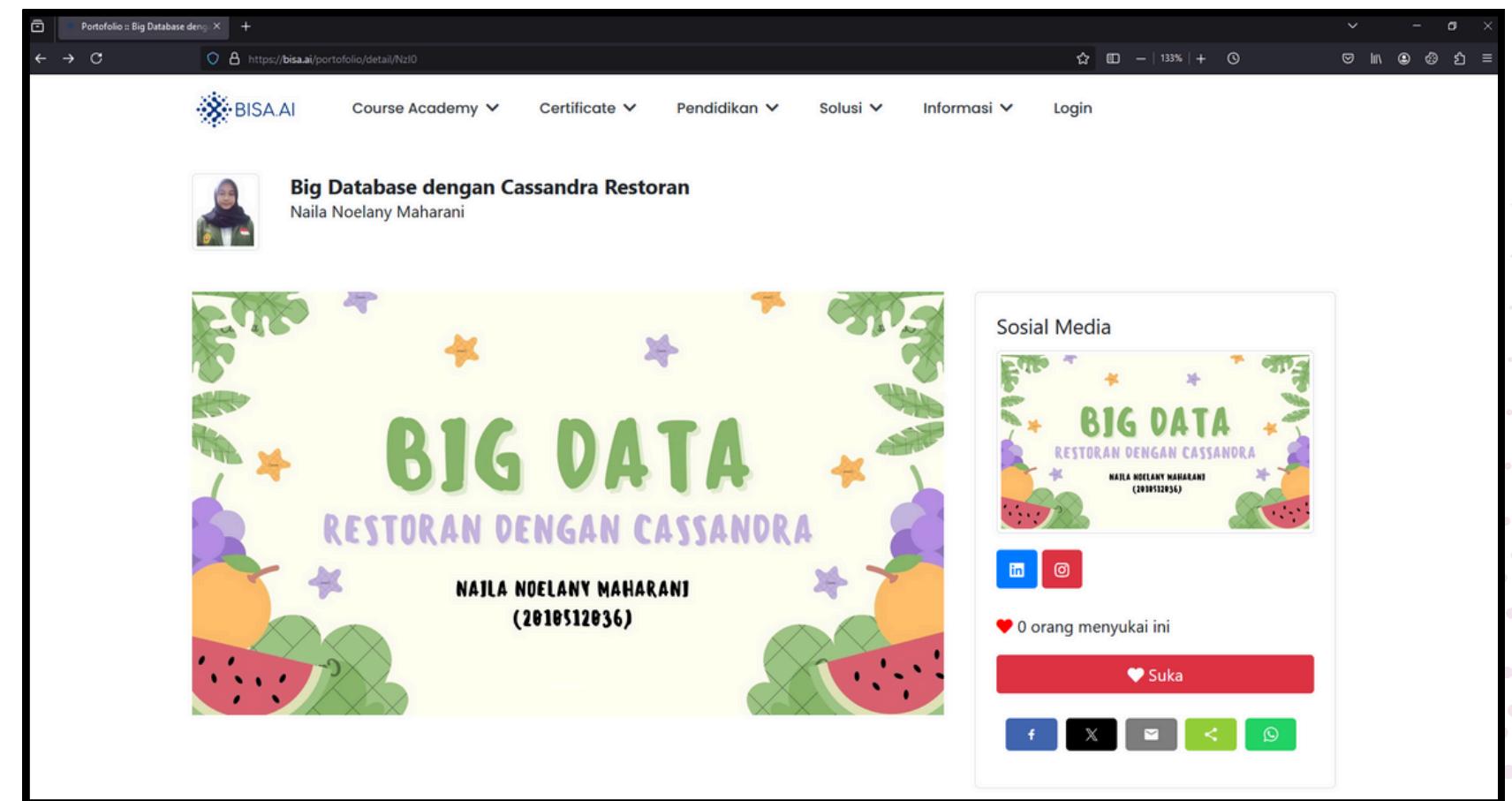
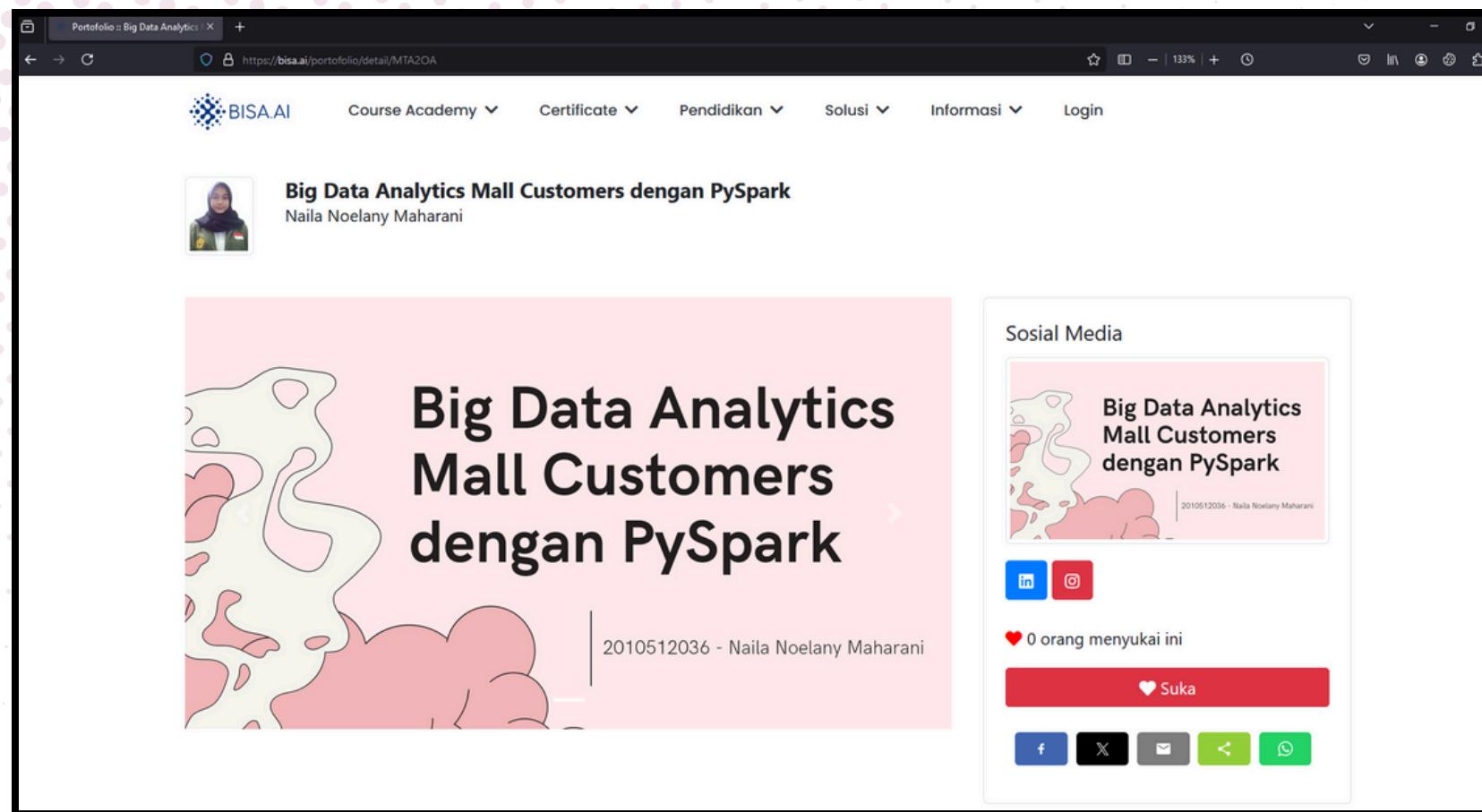
This project was created in a group using Asana for project monitoring as part of the final exam for the Geographic Information Systems course in the 7th semester. The output was published online on ArcGIS, showcasing historical sites in Magelang Regency.

Here is the link to access full visualization:

[click here](#)

# Big Data

## Big Data Using the Python Programming Language



In this project, I created a database using the Python programming language. The purpose of this project is to complete the final semester exam for the big data course. This project has been uploaded to my portfolio and can be accessed as a learning material on the online learning website bisa.ai.

Here is the link to access it:

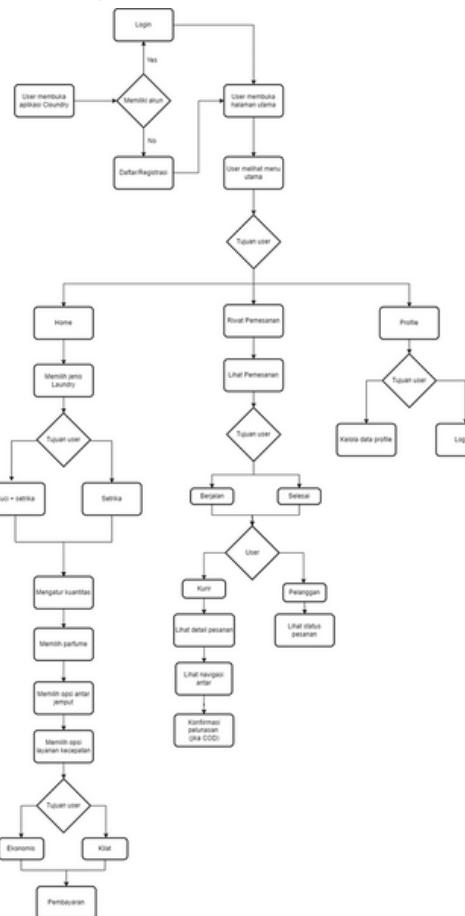
<https://bisa.ai/portofolio/detail/MTA2OA>

<https://bisa.ai/portofolio/detail/NzI0>

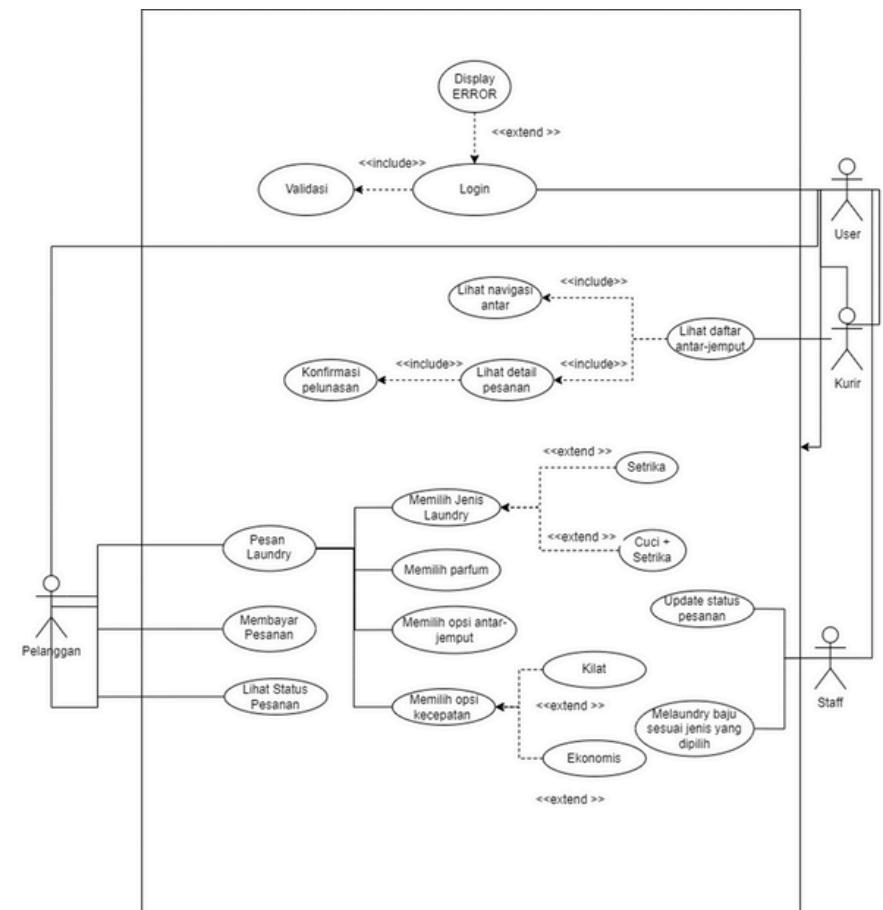
# System Analyst

## Cloundry (Mobile)

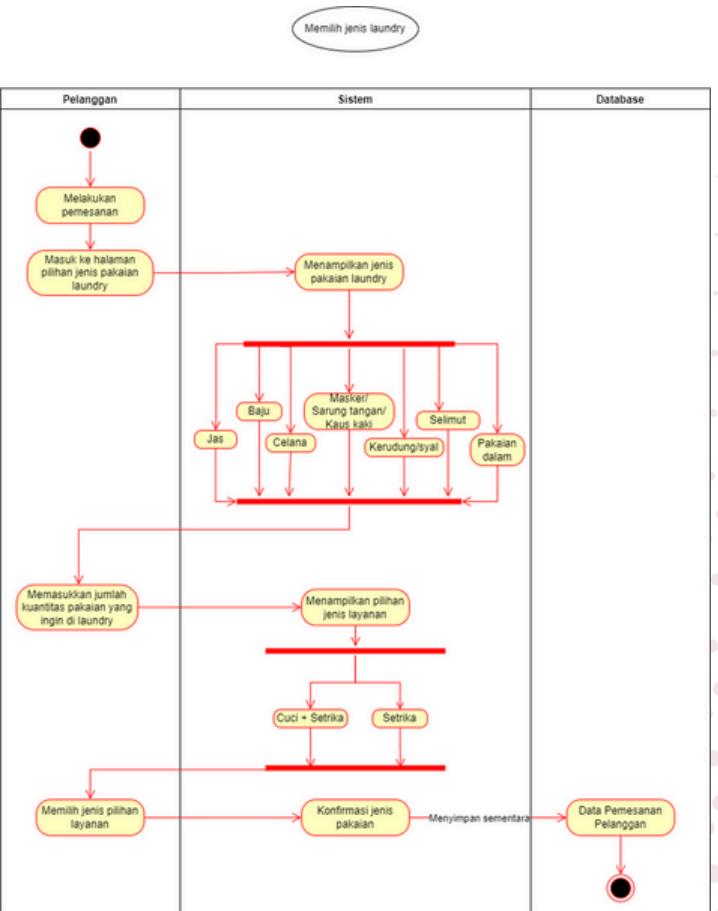
This project was created as part of the third-semester Information Systems Design and Analysis Practicum course, undertaken in groups of two. Our goal was to develop a comprehensive system that included business flows, use cases, activity diagrams, class diagrams, sequence diagrams, deployment diagrams, and an interface display prototype for a mobile application. Additionally, we focused on UI design to enhance user experience.



## Business Flow



# Use Case Diagram

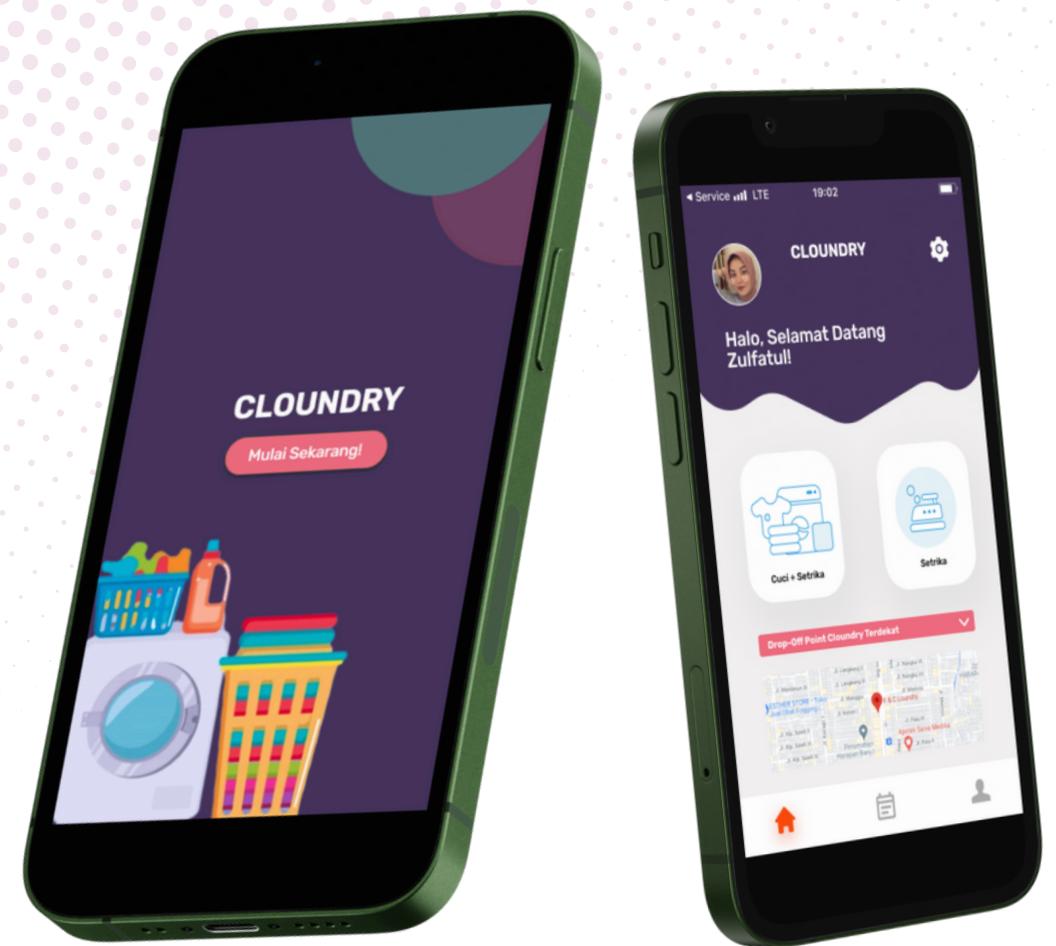


# Activity Diagram

Here is the link to access full paper:

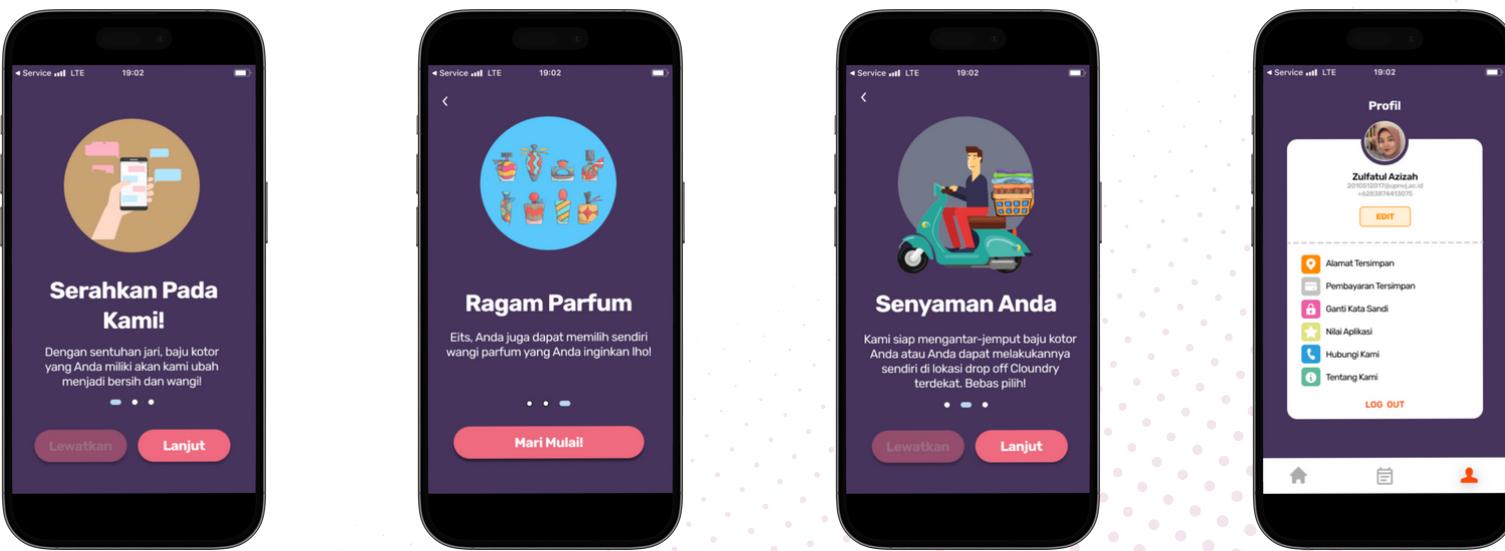
[click here](#)

# UI Design



## Cloundry (Mobile)

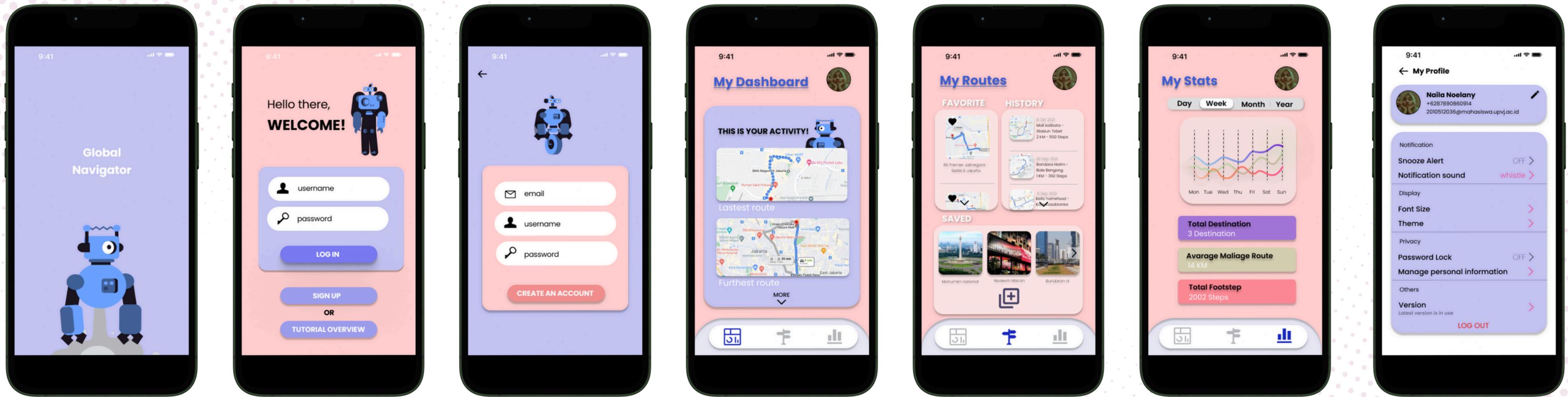
our team focused on developing a user-friendly interface. I also designed the UI elements, ensuring a seamless user experience, and created an interactive prototype.



Here is the link to access full prototype:  
[click here](#)

# UI Design

## Global Navigator (Mobile)



Global Navigator is a mobile application designed to store travel history and destinations, featuring three main functions: Dashboard, Routes, and Stats. Developed during the third semester for the Human-Computer Interaction course, this project was completed individually as part of the course evaluation. The UI design focused on creating an intuitive and user-friendly interface to enhance the overall user experience.

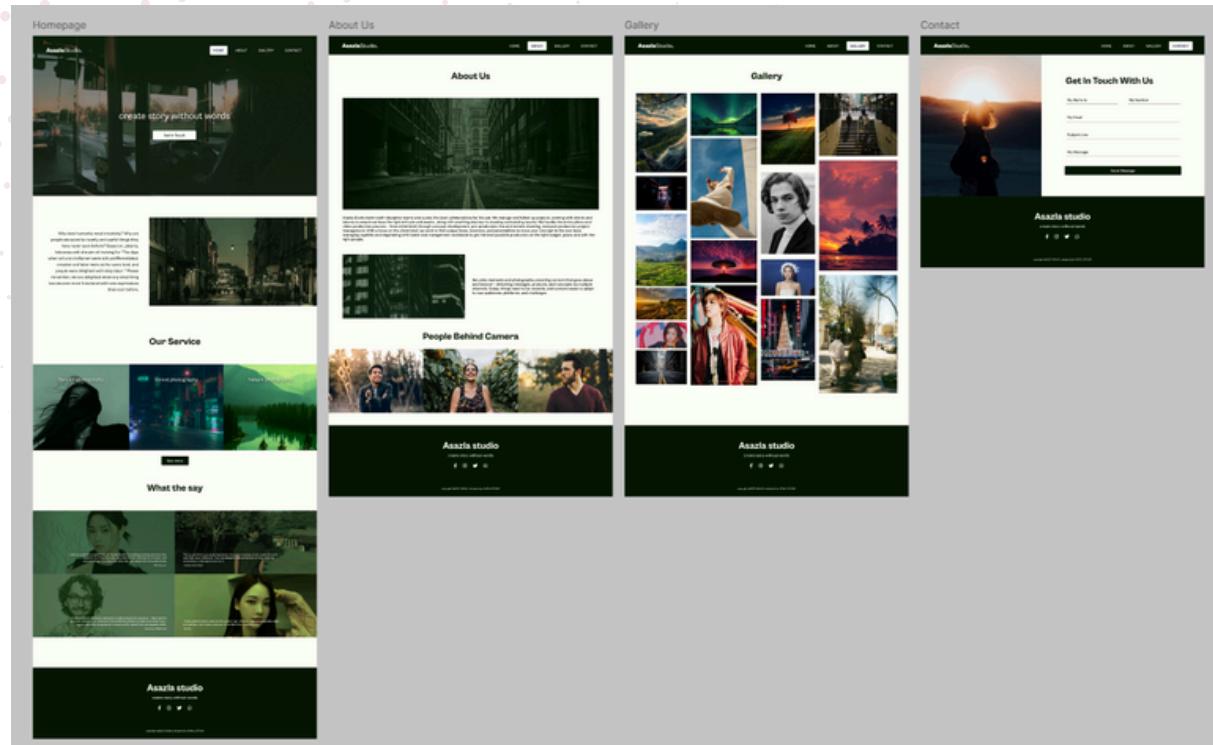
Here is the link to access full prototype:

[click here](#)

# UI Design

## Asazla Studio (Desktop)

Asazla Studio is a portfolio website for a photographer, featuring a homepage, about us, gallery, and contact sections. As part of a group project for a Web Programming course, we collaborated to design the user interface and write the HTML code. Our goal was to create a visually appealing and user-friendly site that effectively showcases the photographer's work.



High Fidelity

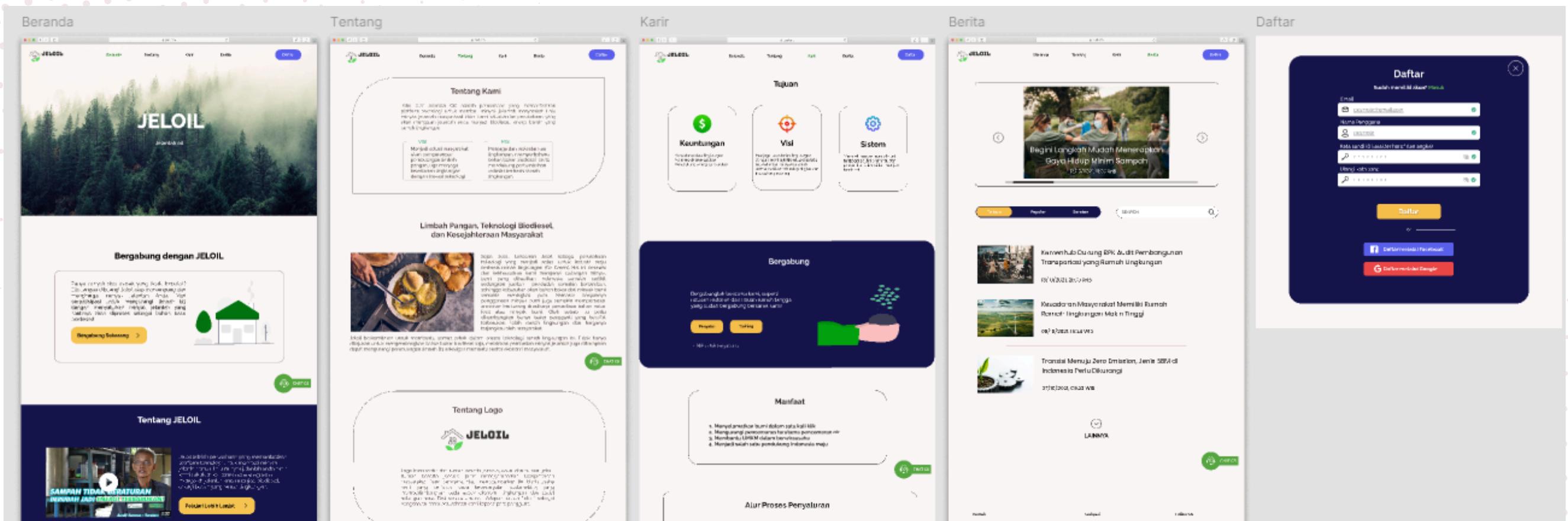
```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Asazla Studio</title>
  <link rel="shortcut icon" href="./Asset/Avatars.ico" type="image/x-icon">
  <link rel="stylesheet" href="styles.css">
</head>
<body>
  <header>
    <div class="nav">
      <a href="#">![Asazla logo](./Asset/Logo Alt.png)
      <ul>
        <li><a href="#">HOME></a></li>
        <li><a href="#">ABOUT></a></li>
        <li><a class="active" href="#">GALLERY></a></li>
        <li><a href="#">CONTACT></a></li>
      </ul>
    </div>
  </header>
```

Code

Here is the link to access full prototype:  
[click here](#)

# Redesign Website

## JELOIL (Desktop)



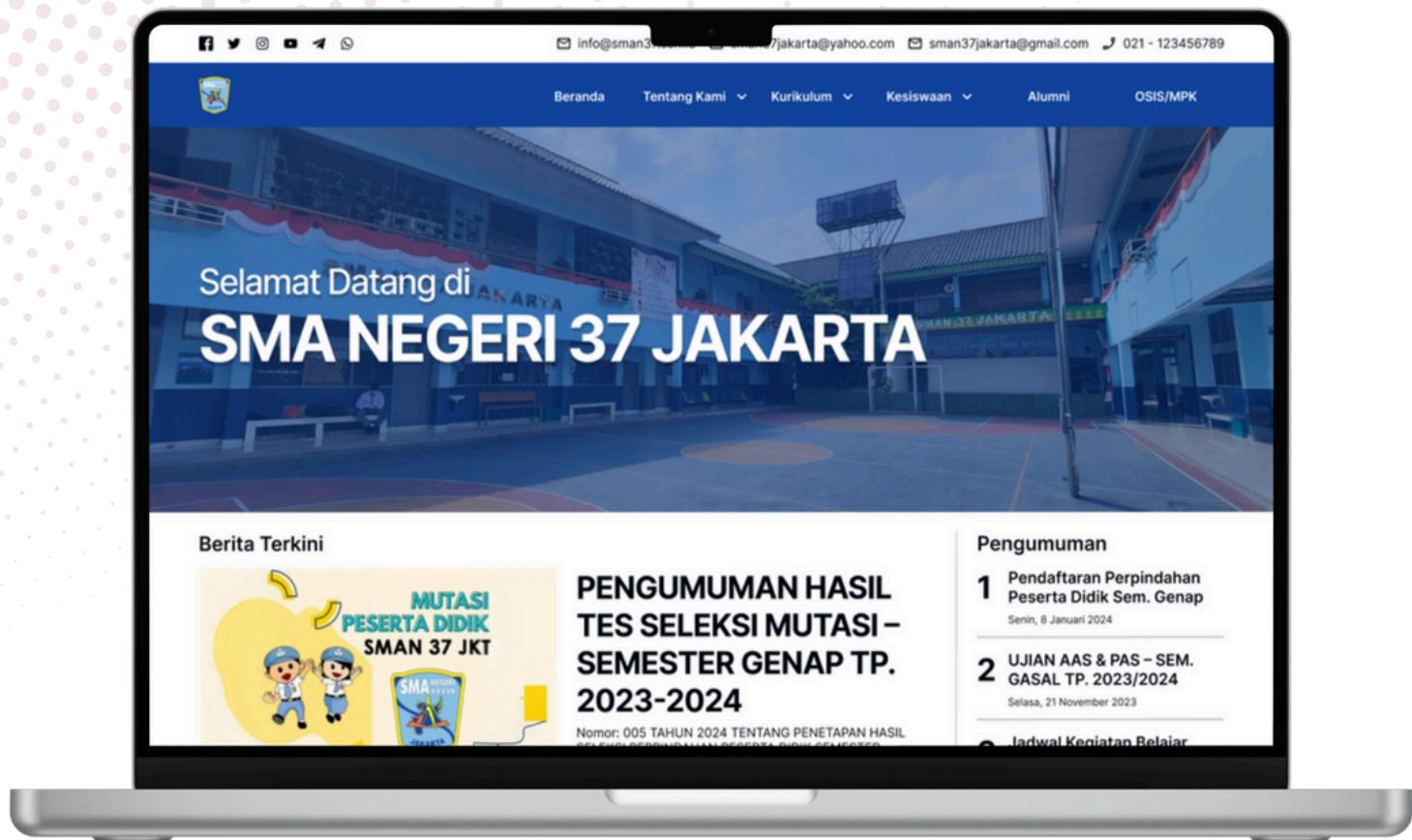
JELOIL is the end result of a team project for the Information Systems Audit course. This project involved redesigning the website for [www.belijelantah.com](http://www.belijelantah.com). Our team focused on improving the site's usability, functionality, and overall user experience to better meet the needs of its users.

Here is the link to access full prototype:

[click here](#)

# Redesign Website

## SMAN 37 Jakarta (Desktop)



### 01/ Branding Guidelines

**Logo SMA Negeri 37 Jakarta**  
Sebagai warga SMA Negeri 37 Jakarta dituntut untuk bersikap mandiri demi masa depan yang cerah, berpandangan luas, berpendidikan kuat serta berjaya Pancasila, pantang menyerah dalam menuntut ilmu, setia, peduli, bertanggungjawab dan mengabdikan pada bangsa dan negara melalui wadah SMA Negeri 37 Jakarta



**Brand Color**

- Warna Kuning mengelilingi lambang dan tulisan melambangkan semangat tinggi dan tidak mudah menyerah (keagungan).
- Warna Dasar Biru melambangkan jiwa pengabdian yang tak kunjung putus (abadi).

Deep Blue	Sky Blue
#11459E	#BBC4E8
Yellow	Orange
#FFEB20	#FFB025

**Neutral Color**

Warna netral adalah warna-warna yang tidak biasanya muncul di atas roda warna. Mereka tidak memiliki kandungan kromatik yang kuat dan sering dikenal sebagai redup, halus, atau sederhana. Warna-warna ini serbaguna dan dapat melengkapi berbagai warna lainnya. Warna netral umum meliputi nuansa putih, abu-abu, beige, taupe, dan hitam.

Neutral 100	Neutral 90	Neutral 80	Neutral 70	Neutral 60
#010712	#3A3E46	#585B62	#6A6D73	#8E9195
Neutral 50	Neutral 40	Neutral 30	Neutral 20	Neutral 10
#AE80B2	#C9CACB	#D5D5D6	#DCDCCD	#FFFFFF

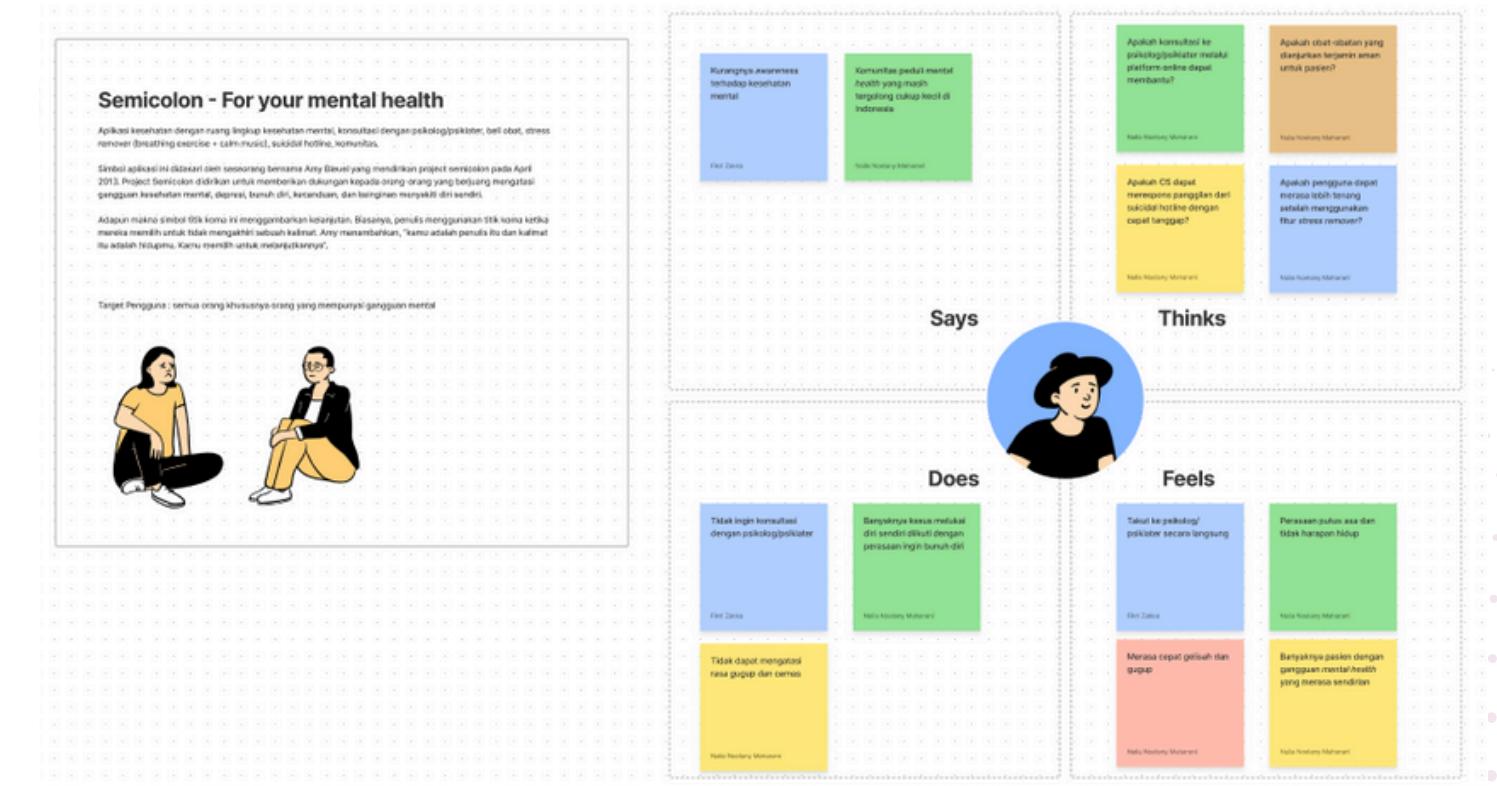
This project was based on my thesis research, which involved conducting a UX study on the SMAN 37 Jakarta (<https://sman37.sch.id/>). The goal was to identify existing issues and develop a redesigned interface as a solution. Using the System Usability Scale (SUS) as a measurement tool and User-Centered Design (UCD) for design development, the project aimed to enhance the website's overall user experience.

Here is the link to access full project:

[click here](#)

# UX Researcher

## SEMICOLON (Mobile)



SEMICOLON is a mobile application focused on mental health. This app was the output of the "To Become a Professional UI/UX Designer" workshop, created by the advanced design team of KSM Multimedia. The project aimed to provide a supportive platform for mental health resources and services.

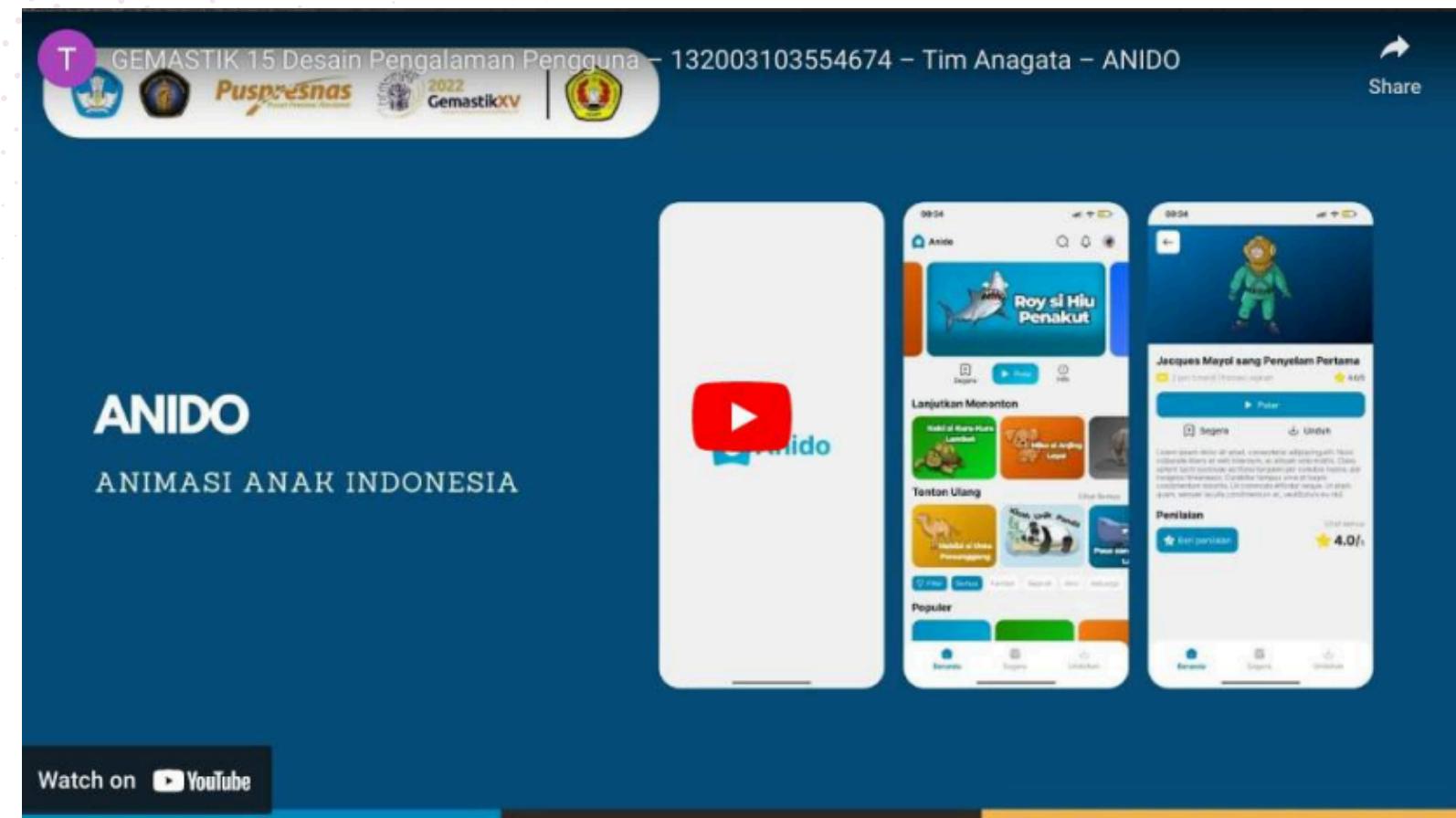
Here is the link to access:

[click here to see full project](#)

[click here to see full prototype](#)

# UX Researcher

## Animasi Anak Indonesia - ANIDO (Mobile)



The advanced design team at KSM Multimedia worked on the creation of ANIDO, an application aimed at Indonesian children. The final outcome of this project will be part of the GEMASTIK 2022 User Experience Competition.

Here is the link to access full video:

[click here](#)

# Project Manager

## Bloom (Mobile)

Aa Name	Features	Menu	# Priority	Status
User ingin melihat overview dari aplikasi	Get Started	Others	1	Done
User membuat akun jika belum login	Register	User Profile	2	Done
>User harus login sebelum menggunakan aplikasi	Login	User Profile	3	Done
User dapat memilih menu melalui tombol navigasi	Bottom Navigation Bar	Others	4	Done
User dapat menambahkan timer sesuai dengan kebutuhan	Add Timer	Pomodoro Tir	5	Done
User dapat melihat timer yang sudah ditambahkan	My Timer	Pomodoro Tir	6	Done
User dapat memulai timer yang diinginkan	Play Timer	Pomodoro Tir	7	Done
Terdapat kalender harian, dimana user dapat menggeser tanggal secara horizontal	(sebagai riwayat kebiasaan di hari tsb)	Habit Tracker	8	Done
User dapat menambahkan kebiasaan	Add Habit	Habit Tracker	9	Done
User dapat melihat kebiasaan yang sudah ditambahkan	My Tracker	Habit Tracker	10	Done
User dapat melihat dan mengedit rincian kebiasaan	Detail Tracker	Habit Tracker	11	Done
Terdapat kalender harian, dimana user dapat menggeser tanda secara horizontal	(sebagai riwayat pekerjaan di hari tsb)	To-do List	12	Done

## Document

- Product Backlog
- Project Brief
- Project Charter
- Pertemuan 4 MPSI
- Critical Path
- Estimasi Biaya
- Matriks tanggung jawab
- Histogram SDM
- Bagan Organisasi
- Risk Management

Aa Name	Roles	Notion	Figma
Naila Noelany Maharani	Product Manager	Yes	Yes
Siti Fathimah Azzahra	Researcher	Yes	Yes
Fikri Zakka Atqia	UI Designer	Yes	Yes
Raissa Gabriella Putri	UI Designer	Yes	Yes
Irma Zerlina Mahirah	Developer	Yes	Yes
Muhammad Azka Rizki	Developer	Yes	Yes
Maulana Yusuf	Developer	Yes	Yes

Here is the link to access it:  
[click here](#)

For the Information Systems Project Management course, our team created a productivity application using Notion and the Scrum methodology. This project was developed for the course and its outcomes will be applied to a subsequent course on mobile programming.

# Certification



# Junior Web Programmer

**Badan Nasional Sertifikat Profesi (BNSP)**  
**May 2023 - May 2026**

This certification, awarded by the Badan Nasional Sertifikasi Profesi (BNSP), recognizes proficiency in web programming. The Junior Web Programmer certification covers essential skills and knowledge in HTML, CSS, JavaScript, and other foundational web technologies, validating the ability to develop and maintain effective web applications. It is valid from May 2023 to May 2026.



Daftar Unit Kompetensi  
List of Unit(s) of Competency

No	Kode Unit Kompetensi Code of Competency Unit	Judul Unit Kompetensi Title of Competency Unit
1.	J.620100.004.01	Menggunakan struktur data
2.	J.620100.005.01	Mengimplementasikan User Interface
3.	J.620100.011.01	Melakukan instalasi software tools pemrograman
4.	J.620100.016.01	Menulis kode dengan prinsip sesuai Guidelines dan Best Practices
5.	J.620100.017.02	Mengimplementasikan pemrograman terstruktur
6.	J.620100.019.02	Menggunakan library atau komponen pre-existing
7.	J.620100.023.02	Membuat dokumen kode program

Jakarta, 19 Mei 2023

Atas nama Badan Nasional Sertifikasi Profesi (BNSP)  
On behalf of Indonesian Professional Certification Authority  
Lembaga Sertifikasi Profesi  
Universitas Pembangunan Nasional Veteran Jakarta  
Universitas Pembangunan Nasional Veteran Jakarta  
Professional Certification Body



NAILA NOELANY MAHARANI  
Tanda tangan pemilik  
Signature of holder

ANDY SIRADA, S.S.T., M.FIS  
Kepala Bidang Sertifikasi  
Head of Certification Department

# Complete Python

**Udemy**  
Nov 2023

I completed this course to strengthen my skills as a data analyst. The course, "Complete Python: Learn Python like a Professional," covers everything from the basics to advanced topics, including creating functions, handling exceptions, and installing modules. It provided a comprehensive foundation in Python programming, enabling me to apply these skills effectively in data analysis and related fields.

Here is the link to access ths course:  
[click here](#)



# Let's Work Together!

## Contact Me

[nailanoelany@gmail.com](mailto:nailanoelany@gmail.com)

<https://www.linkedin.com/in/nailanoelany/>

Jakarta, Indonesia