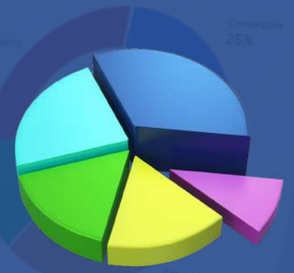
Portofoli 

Corporate Intelligence | Data Analyst Enthusiast

About Me

Fresh graduate with honors (Cum Laude) in Mathematics with a passion data enthusiast and strong in statistics and analytics. Experienced in statistical analysis, time series forecasting, and data modeling as Management Information System staff at PT Bank Rakyat Indonesia Tbk and internship at Badan Pusat Statistik Provinsi Riau as a Regional Data Analyst. President of Himpunan Mahasiswa Jurusan (HMJ) Matematika in 2024, managing programs and teams across departments. Known for being organized, analytical, problem solving, leadership, time management, proactive, and adaptable in fast-paced, risk-taker with strategic Judgment, data-driven environments.

SOFTWARE:

Nia Fitria

Data Analyst Enthusiast

Educational Background

Universitas Islam Negeri Sultan Syarif Kasim Riau

UIN SUSKA RIAU

Departement of Mathematics
Faculty of Science and Technology

Aug 2021 - Jan 2025
3.54/4.00 with Cum Laude Predicate

Publication:

- Poverty Analysis in Sumatera Island Using Spatial Autoregressive (SAR) and Spatial Error Model (SEM).
- Hubungan Tenaga Kerja Formal dan Pengeluaran Perkapita Terhadap Kemiskinan: Studi Kasus Pulau Sumatera Perspektif 2019-2022.

Work *Experience*

Regional Data Analyst Internship
Badan Pusat Statistik Provinsi Riau

Jan 2024 - Feb 2024

Regional Data Analyst Internship
Badan Pusat Statistik Provinsi Riau

Oct 2024 - Dec 2024

Data Intern - BRI Management Information System
PT Bank Rakyat Indonesia Tbk

Jan 2025 - July 2025

Jan 2024 - Feb 2024

Work Experience 1

Badan Pusat Statistik Provinsi Riau

Regional Data Analyst Internship

- Organized and archived census data efficiently, ensuring accessibility and data integrity for regional economic analysis.
- Managed large-scale census datasets using MySQL, supporting database structuring and maintenance.
- Performed statistical analysis using Excel, SPSS, GeoDa, and R to identify patterns and support policy-related insights.
- Contributed to a published statistical journal titled “Hubungan Tenaga Kerja Formal dan Pengeluaran Perkapita Terhadap Kemiskinan: Studi Kasus Pulau Sumatera Perspektif 2019-2022”.
- Developed short-form video content to support the agency’s digital branding efforts, integrating data visualizations and digital marketing concepts.

Oct 2024 - Dec 2024

Work Experience 2

Badan Pusat Statistik Provinsi Riau

Regional Data Analyst Internship

- Organized and archived regional census data to ensure accessibility, consistency, and data integrity.
- Structured census datasets into a relational database using MySQL to support efficient querying and reporting.
- Conducted statistical data analysis using Excel, SPSS, GeoDa, and R to extract trends and generate insights for regional development.

Jan 2025 - July 20255

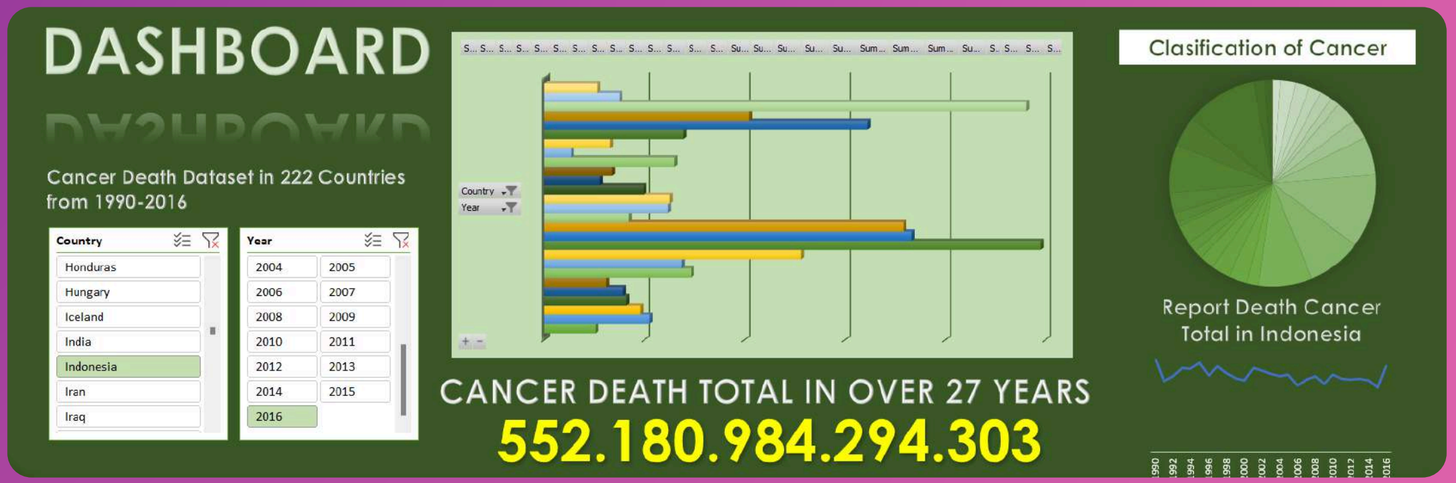
Work Experience 3

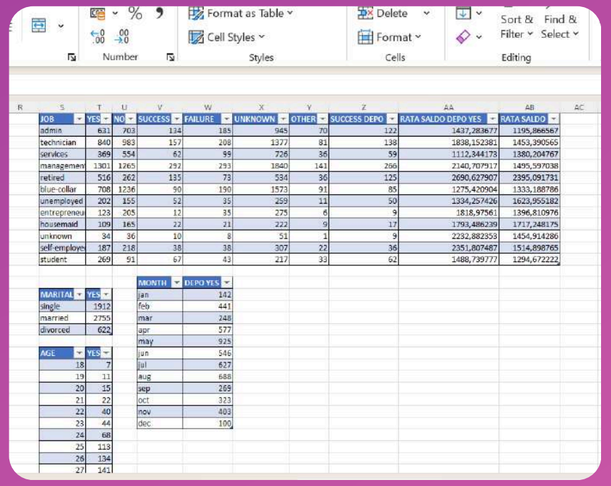
PT Bank Rakyat indonesia (Persero) Tbk

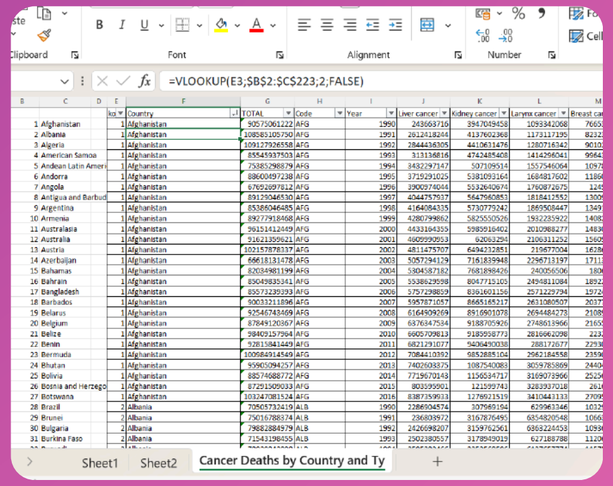
Data Intern - BRI Management Information System

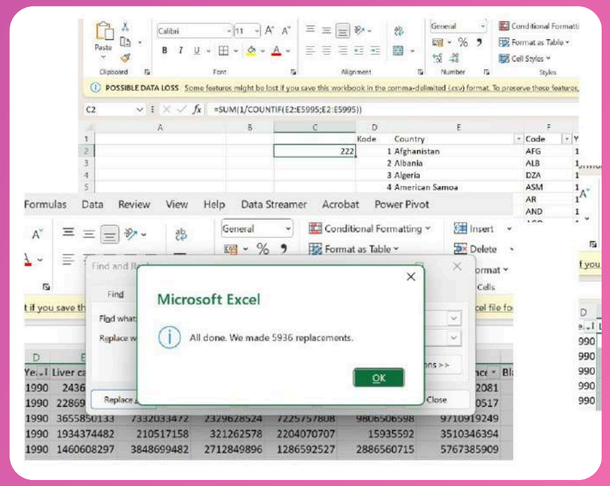
- Cleaned and preprocessed large customer dataset using Microsoft Excel ensuring structured categorization, compliance, and data security in MySQL database.
- Protected sensitive information by applying data protection standards and preventing unauthorized access or digital threats.
- Analyzed financial data and business performance using Python, SPSS and R, transforming raw datasets into meaningful reports using Power BI that supported strategic decision-making and improved operational efficiency.
- Supported real-time monitoring of branch and employee performance ini dashboard using Power BI, enabling accurate and timely management reporting.

TECHNICAL SKILL

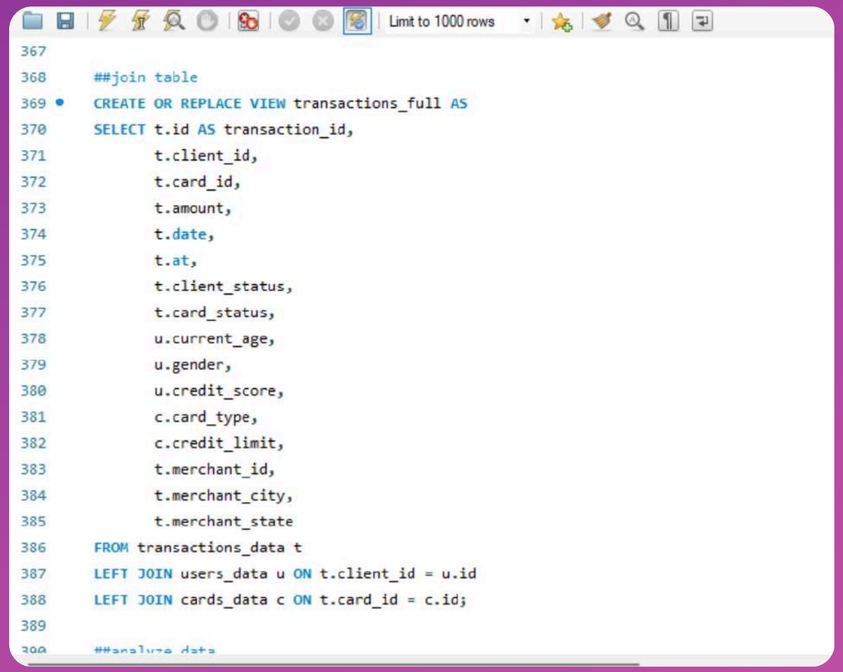








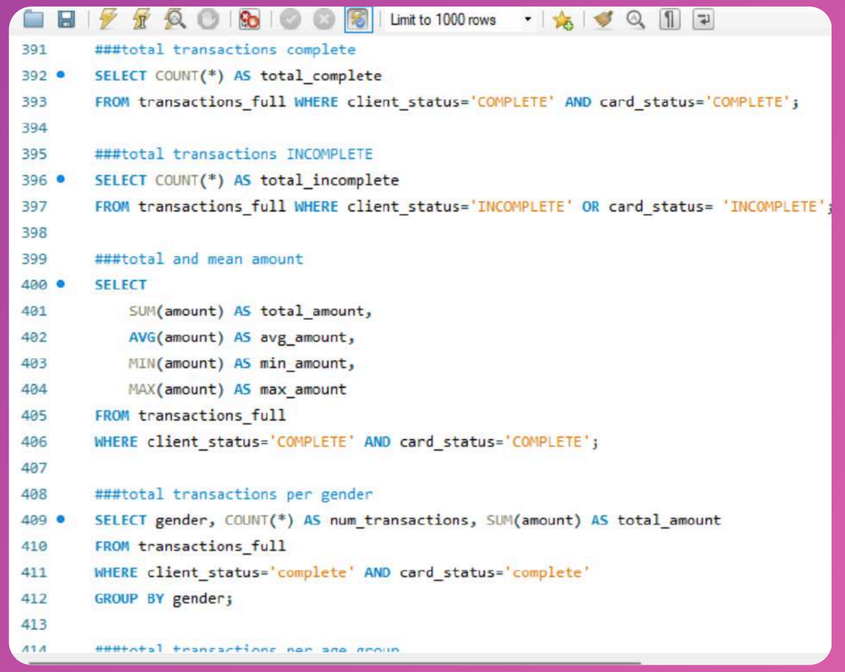
TECHNICAL SKILL



```sql

##join table
CREATE OR REPLACE VIEW transactions_full AS
SELECT t.id AS transaction_id,
       t.client_id,
       t.card_id,
       t.amount,
       t.date,
       t.at,
       t.client_status,
       t.card_status,
       u.current_age,
       u.gender,
       u.credit_score,
       c.card_type,
       c.credit_limit,
       t.merchant_id,
       t.merchant_city,
       t.merchant_state
FROM transactions_data t
LEFT JOIN users_data u ON t.client_id = u.id
LEFT JOIN cards_data c ON t.card_id = c.id;

##analyze data
```



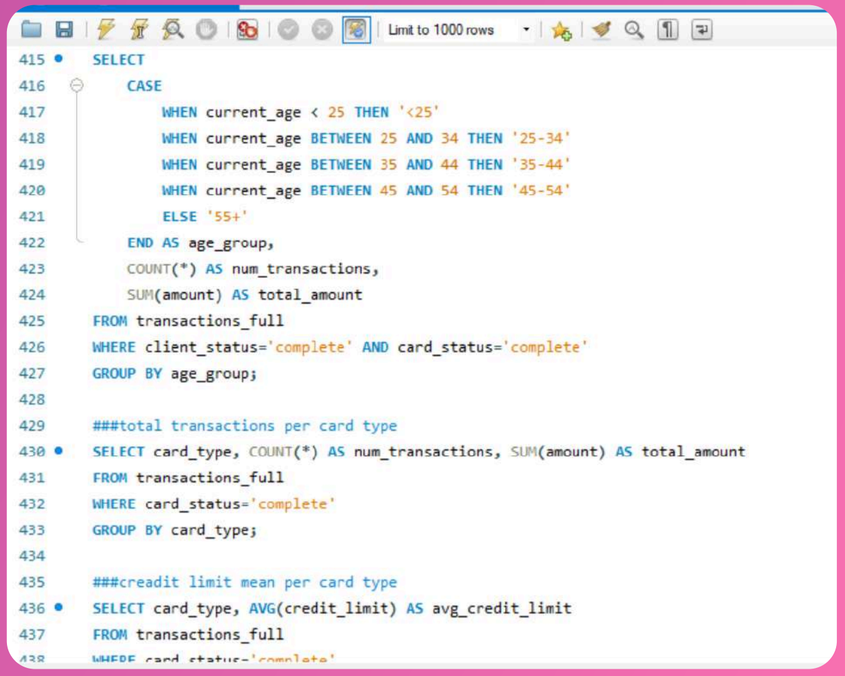
```sql
###total transactions complete
SELECT COUNT(*) AS total_complete
FROM transactions_full WHERE client_status='COMPLETE' AND card_status='COMPLETE';

###total transactions INCOMPLETE
SELECT COUNT(*) AS total_incomplete
FROM transactions_full WHERE client_status='INCOMPLETE' OR card_status= 'INCOMPLETE';

###total and mean amount
SELECT
    SUM(amount) AS total_amount,
    AVG(amount) AS avg_amount,
    MIN(amount) AS min_amount,
    MAX(amount) AS max_amount
FROM transactions_full
WHERE client_status='COMPLETE' AND card_status='COMPLETE';

###total transactions per gender
SELECT gender, COUNT(*) AS num_transactions, SUM(amount) AS total_amount
FROM transactions_full
WHERE client_status='complete' AND card_status='complete'
GROUP BY gender;

###total transactions per age group
```

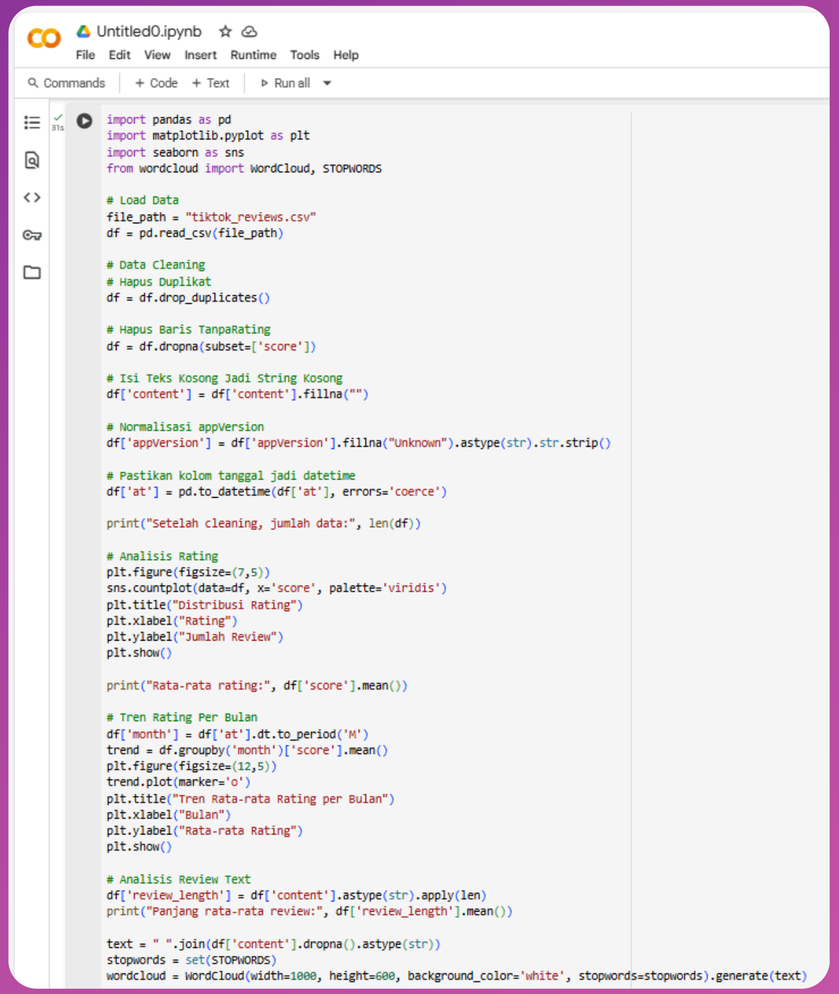


```sql
SELECT
    CASE
        WHEN current_age < 25 THEN '<25'
        WHEN current_age BETWEEN 25 AND 34 THEN '25-34'
        WHEN current_age BETWEEN 35 AND 44 THEN '35-44'
        WHEN current_age BETWEEN 45 AND 54 THEN '45-54'
        ELSE '55+'
    END AS age_group,
    COUNT(*) AS num_transactions,
    SUM(amount) AS total_amount
FROM transactions_full
WHERE client_status='complete' AND card_status='complete'
GROUP BY age_group;

###total transactions per card type
SELECT card_type, COUNT(*) AS num_transactions, SUM(amount) AS total_amount
FROM transactions_full
WHERE card_status='complete'
GROUP BY card_type;

###creadit limit mean per card type
SELECT card_type, AVG(credit_limit) AS avg_credit_limit
FROM transactions_full
WHERE card_status='complete'
```

TECHNICAL SKILL



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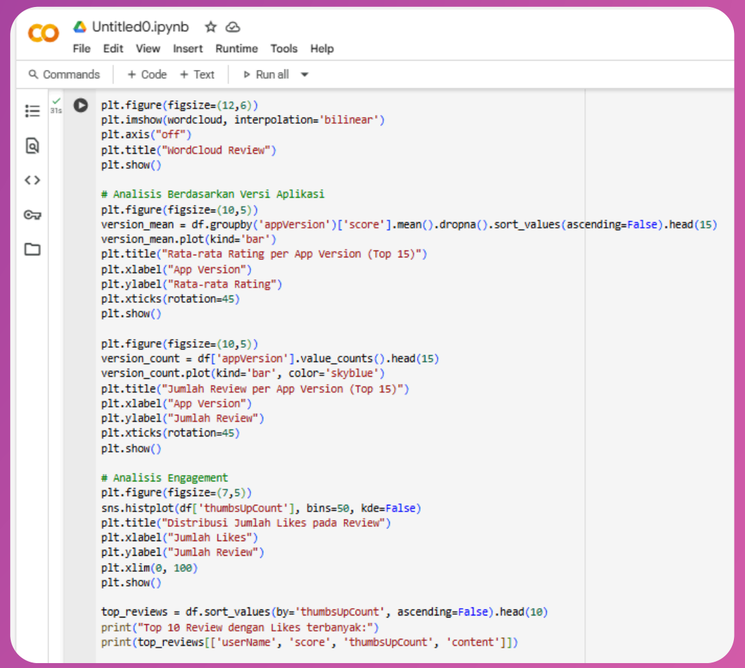
File Edit View Insert Runtime Tools Help

Commands + Code + Text Run all

```python
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
from wordcloud import WordCloud, STOPWORDS

# Load Data
file_path = "tiktok_reviews.csv"
df = pd.read_csv(file_path)

# Data Cleaning
# Hapus Duplikat
df = df.drop_duplicates()

# Hapus Baris TanpaRating
df = df.dropna(subset=['score'])

# Isi Teks Kosong Jadi String Kosong
df['content'] = df['content'].fillna("")

# Normalisasi appVersion
df['appVersion'] = df['appVersion'].fillna("Unknown").astype(str).str.strip()

# Pastikan kolom tanggal jadi datetime
df['at'] = pd.to_datetime(df['at'], errors='coerce')

print("Setelah cleaning, jumlah data:", len(df))

# Analisis Rating
plt.figure(figsize=(7,5))
sns.countplot(data=df, x='score', palette='viridis')
plt.title("Distribusi Rating")
plt.xlabel("Rating")
plt.ylabel("Jumlah Review")
plt.show()

print("Rata-rata rating:", df['score'].mean())

# Tren Rating Per Bulan
df['month'] = df['at'].dt.to_period('M')
trend = df.groupby('month')['score'].mean()
plt.figure(figsize=(12,5))
trend.plot(marker='o')
plt.title("Tren Rata-rata Rating per Bulan")
plt.xlabel("Bulan")
plt.ylabel("Rata-rata Rating")
plt.show()

# Analisis Review Text
df['review_length'] = df['content'].astype(str).apply(len)
print("Panjang rata-rata review:", df['review_length'].mean())

text = " ".join(df['content'].dropna().astype(str))
stopwords = set(STOPWORDS)
wordcloud = WordCloud(width=1000, height=600, background_color='white', stopwords=stopwords).generate(text)
```



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File Edit View Insert Runtime Tools Help

Commands + Code + Text Run all

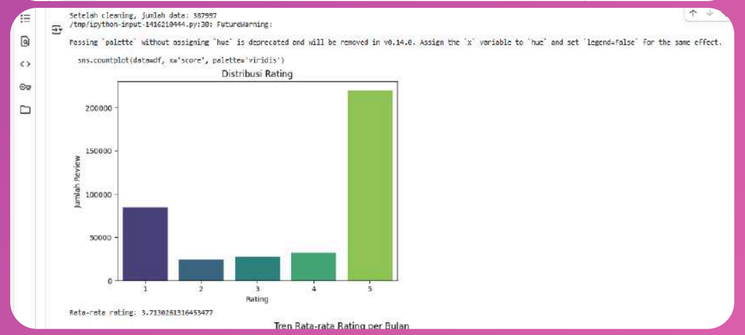
```python
plt.figure(figsize=(12,6))
plt.imshow(wordcloud, interpolation='bilinear')
plt.axis("off")
plt.title("WordCloud Review")
plt.show()

# Analisis Berdasarkan Versi Aplikasi
plt.figure(figsize=(10,5))
version_mean = df.groupby('appVersion')['score'].mean().dropna().sort_values(ascending=False).head(15)
version_mean.plot(kind='bar')
plt.title("Rata-rata Rating per App Version (Top 15)")
plt.xlabel("App Version")
plt.ylabel("Rata-rata Rating")
plt.xticks(rotation=45)
plt.show()

plt.figure(figsize=(10,5))
version_count = df['appVersion'].value_counts().head(15)
version_count.plot(kind='bar', color='skyblue')
plt.title("Jumlah Review per App Version (Top 15)")
plt.xlabel("App Version")
plt.ylabel("Jumlah Review")
plt.xticks(rotation=45)
plt.show()

# Analisis Engagement
plt.figure(figsize=(7,5))
sns.histplot(df['thumbsUpCount'], bins=50, kde=False)
plt.title("Distribusi Jumlah Likes pada Review")
plt.xlabel("Jumlah Likes")
plt.ylabel("Jumlah Review")
plt.xlim(0, 100)
plt.show()

top_reviews = df.sort_values(by='thumbsUpCount', ascending=False).head(10)
print("Top 10 Review dengan Likes terbanyak:")
print(top_reviews[['userName', 'score', 'thumbsUpCount', 'content']])
```



```
Setelah cleaning, jumlah data: 387997
/tmp/ipython-input-1416210444.py:30: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

  sns.countplot(data=df, x='score', palette='viridis')
```

Distribusi Rating

Jumlah Review

Rating

```
Rata-rata rating: 3.7130261314453477
```

Tren Rata-rata Rating per Bulan

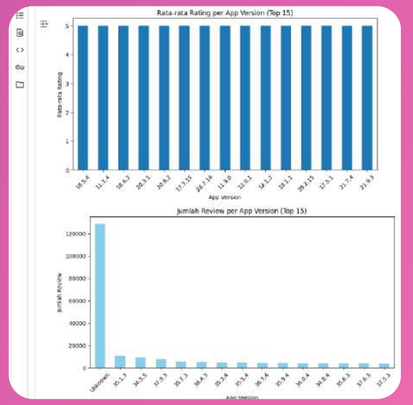
Tren Rata-rata Rating per Bulan

Rata-rata Rating

Bulan

```
Panjang rata-rata review: 85.17076678427527
```

WordCloud Review



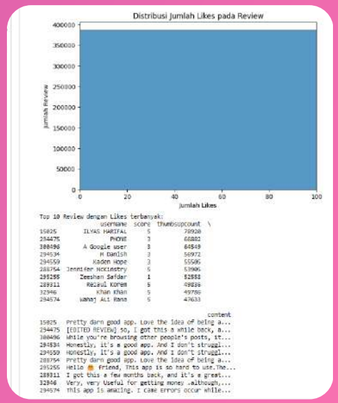
Rata-rata Rating per App Version (Top 15)

App Version

Jumlah Review per App Version (Top 15)

Jumlah Review

App Version



Distribusi Jumlah Likes pada Review

Jumlah Review

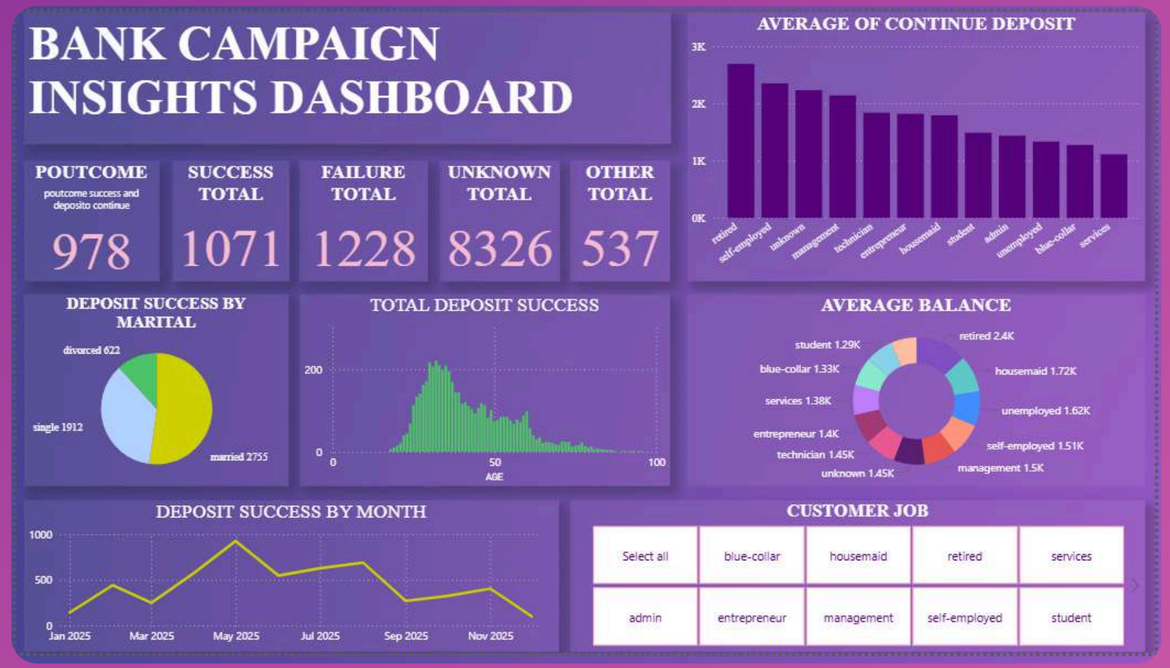
Jumlah Likes

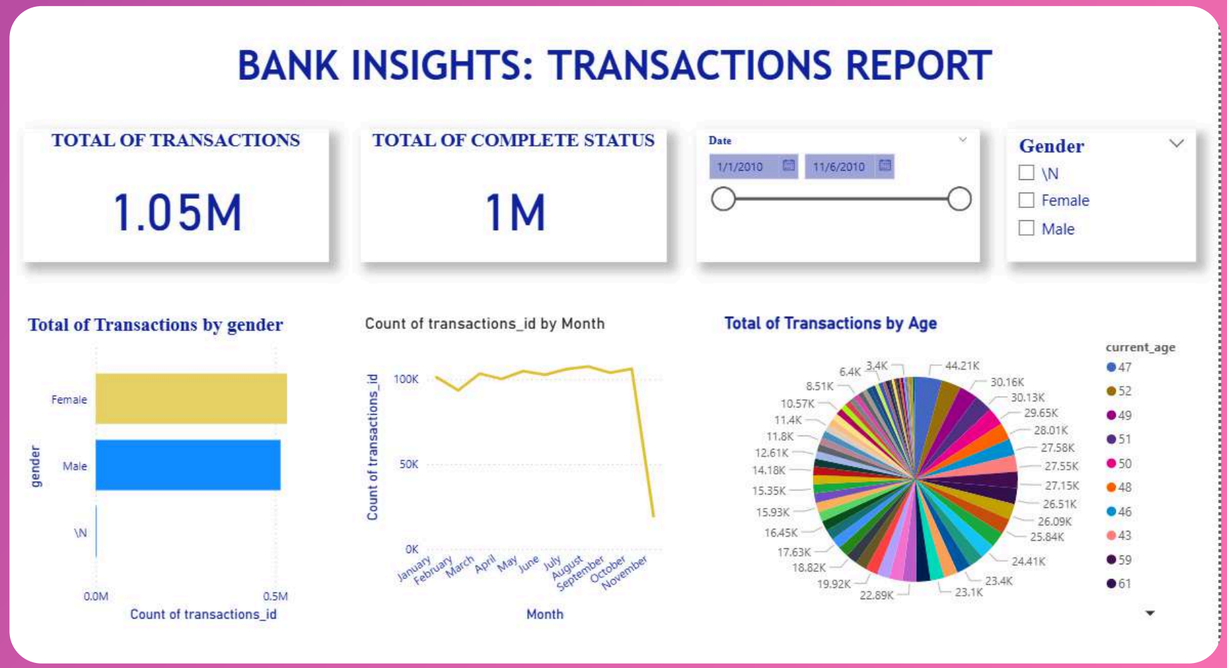
```
Top 10 Review dengan Likes terbanyak:
                 userName  score  thumbsUpCount  \
150825           ILYAS FAKTAL      5          70928
254475                 PHONE       3          66882
288898  A Google user          3          64649
294534  M Danish               2          56972
294059  Kaden Hope             3          55585
288754  Jennifer Hostetter     5          53906
295255  Zeeshan Safdar         1          52888
289311  Rajesh Kumar           5          49836
32946   khan khan              5          49780
294574  Wasay Ali Khan         5          47633

                                                  content
150825  Pretty darn good app. Love the idea of being a...
254475  [EDITED REVIEW] So, I got this a while back, a...
288898  While you're browsing other people's posts, it...
294534  Honestly, it's a good app. And I don't struggl...
294059  Honestly, it's a good app. And I don't struggl...
288754  Pretty darn good app. Love the idea of being a...
295255  Hello @ Friend, this app is so hard to use.The...
289311  I got this a few months back, and it's a great...
32946   Very, very Useful for getting money although...
294574  This app is amazing. I came errors occur while...
```

TECHNICAL SKILL

Power BI





Jan 2024 - Dec 2024

Organizational Experience

Himpunan Mahasiswa Jurusan Matematika

President

- Led 80+ members across 6 departments, overseeing planning, execution, and evaluation of academic and non-academic programs.
- Identified organizational risks and operational challenges, and implemented proactive solutions to prevent disruptions.
- Analyzed issues across divisions and facilitated data-driven decision-making to improve collaboration and program outcomes.
- Promoted a culture of structured teamwork, clear communication, and continuous improvement within the organization.

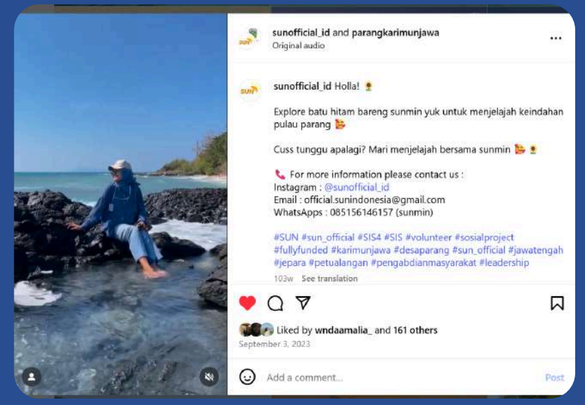
15 July 2023- 21 July 2023

Volunteer Experience

SUN Inspires Society Batch 4 - Karimunjawa

Education Division

- Supported health campaigns by promoting dental care and raising awareness about stunting prevention in collaboration with medical professionals.
- Facilitated a nationwide book donation initiative and helped build mini-libraries to improve literacy access in local elementary schools.
- Led the design and implementation of a student math competition to foster critical thinking and problem-solving in a creative context.
- Contributed to the development of Batu Merah Beach as a tourist destination to increase local economic potential.
- Produced and appeared in promotional videos for Black Stone Beach, enhancing community branding through creative digital content.



Certifications

CERTIFICATE OF ACHIEVEMENT

This acknowledge that

Nia Fitria

12150423151

has successfully completed this application course of

PYTHON

which has been carried out for 8 meetings in the Mathematics and Statistics Laboratory
Faculty of Science and Technology
Universitas Islam Negeri Sultan Syarif Kasim Riau

Pekanbaru, 21th November 2024

Dean of Faculty of Science and Technology

Dr. Hartono, M.Pd
NIP. 19640301 199203 1 003

Head of Department of Mathematics

Wartono, M.Sc
NIP. 19730818 200604 1 003

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This acknowledge that

Nia Fitria

12150423151

has successfully completed the application course of

MICROSOFT OFFICE

which has been carried out for 8 hours in the Mathematics and Statistics Laboratory
Faculty of Science and Technology
State Islamic University Sultan Syarif Kasim Riau

Dean of Faculty of Science and Technology

Dr. Dr. Hartono, S.A., M.Pd
NIP. 19640301 199203 1 003

Head of Department of Mathematics

Wartono, M.Sc
NIP. 19730818 200604 1 003

BADAN NASIONAL SERTIFIKASI PROFESI
INDONESIAN PROFESSIONAL CERTIFICATION AUTHORITY

SERTIFIKAT KOMPETENSI
CERTIFICATE OF COMPETENCE

No. 62090 2431 3 0137407 2025

Dengan ini menyatakan bahwa,
This is certify that,

Nia Fitria

No Reg. MKT 1565 22096 2025

Telah kompeten pada bidang:
has been competence in the area of:

Digital Marketing
Pemasaran Digital

Dengan Kualifikasi / Kompetensi:
With Qualification / Competency:

Pemasaran Digital

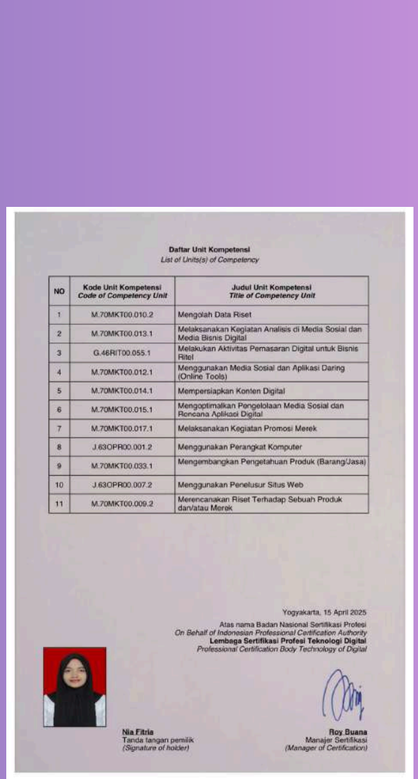
Sertifikat ini berlaku untuk: 3 (tiga) Tahun
This certificate is valid for: 3 (three) Years

Yogyakarta, 15 April 2025

Atas Nama Badan Nasional Sertifikasi Profesi
On Behalf of Indonesian Professional Certification Authority

Lembaga Sertifikasi Teknologi Digital
Professional Certification Body Technology of Digital

Ir. Gunawan Ramli, M.Kom
Direktur (Director)



Daftar Unit Kompetensi
List of Units(s) of Competency

NO	Kode Unit Kompetensi *Code of Competency Unit*	Judul Unit Kompetensi *Title of Competency Unit*
1	M.70MKT00.010.2	Mengolah Data Riset
2	M.70MKT00.013.1	Melaksanakan Kegiatan Analisis di Media Sosial dan Media Bisnis Digital
3	G.46RIT00.055.1	Melakukan Aktivitas Pemasaran Digital untuk Bisnis Ritel
4	M.70MKT00.012.1	Menggunakan Media Sosial dan Aplikasi Daring (Online Tools)
5	M.70MKT00.014.1	Mempersiapkan Konten Digital
6	M.70MKT00.015.1	Mengoptimalkan Pengelolaan Media Sosial dan Rencana Aplikasi Digital
7	M.70MKT00.017.1	Melaksanakan Kegiatan Promosi Merek
8	J.63OPR00.001.2	Menggunakan Perangkat Komputer
9	M.70MKT00.033.1	Mengembangkan Pengetahuan Produk (Barang/Jasa)
10	J.63OPR00.007.2	Menggunakan Penelusur Situs Web
11	M.70MKT00.009.2	Merencanakan Riset Terhadap Sebuah Produk dan/atau Merek

Yogyakarta, 15 April 2025

Atas nama Badan Nasional Sertifikasi Profesi
On Behalf of Indonesian Professional Certification Authority
Lembaga Sertifikasi Profesi Teknologi Digital
Professional Certification Body Technology of Digital

Nia Fitria
Tanda tangan pemilik
(Signature of holder)

Roy Buana
Manajer Sertifikasi
(Manager of Certification)

Let’s Connect!

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+62856-5081-2305

https://www.linkedin.com/in/niaaaftr

Nia Fitria

Data Analyst Enthusiast