Yosua Saputra

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Professional Experience

Scale Media Inc.   **March 2022 – June 2023**
Data Analyst   Los Angeles, CA
- Collected insights from ongoing AB tests added to newly subscription-based features which lead to over 10% reduction in customer's cancellation rate.
- Utilized Amazon Redshift query scheduler services to improve performance in query runtime by over 300% for existing tables containing over 700 million rows of data.
- Revamped complex SQL queries that provided datasets with up-to-date subscription-based customer data.
- Debugged SQL queries that successfully maintained data pipelines and prevented data latencies.
- Built Tableau Dashboards that provided comprehensive visualizations, optimized business KPIs, and enabled data-driven insights for stakeholders.
- Collaborated with analytics managers to automate an A/B testing Excel model that not only saved 1-2 hours of daily time but measured campaign success that led to a major campaign launch

UCSB Arts & Lectures   **June 2020 – September 2020**
Data Entry   Santa Barbara, CA
- Synchronized archive data using Wix platform to measure its discrepancies.
- Constructed templates for UCSB A&L website and generated content for weekly emails
- Collaborated with outside teams to input archive data imported from Excel into pre-launched websites

Skills

Languages: SQL | Python : Pandas, Numpy, Matplotlib, Scikit-Learn, Regular Expressions | Excel | Rstudio
Database Management and Analytics: Tableau : Desktop & Server | AWS - Redshift
Organization Tools: Hive | Microsoft Office

Projects

Anime Recommender System & Exploratory Data Analysis
- Performed data analysis to gather insights on user engagement, genres, series, and categories.
- Utilized python libraries and machine learning techniques such as collaborative filtering and k-Nearest Neighbors for data cleaning, pre-processing, visualizing insights, and building the recommender.
- Presented competent results of ten different anime recommendations from series of the user's choice with the option of a random generator.

E-commerce Data Analysis
- Utilized SQL and Tableau to perform exploratory data analysis aimed to improve user experience and marketing campaign strategies.
- Diagnosed the cause of customer dissatisfaction through analytical insights and provided strategic business solutions to resolve both issues from consumer to seller.

Education

University of California, Santa Barbara   September 2018 - June 2021
Double B.A Major: Statistics & Data Science, Economics