Yosua Saputra

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WORK EXPERIENCE

Scale Media Inc.   ***Los Angeles, CA***
Data Analyst   *March 2022 - June 2023*
- Collected insights from ongoing AB tests added to newly subscription-based features which lead to 10-15% lower in customer's cancellation rate.
- Utilized Amazon Redshift query schedulers to improve performance in query runtime by over 300% for existing tables containing 700+ million rows of data.
- Rebuilt complex SQL logic within the database to improve customer's data for ongoing transitions moving towards subscription-based services.
- Built Tableau Dashboards utilizing Amazon Redshift data to address business KPIs, indicate trends, and provide clear visualizations.
- Debugged SQL queries to maintain data pipelines and avoid data latencies.
- Automated a pre-existing AB test model in Excel which output decided the performance by revenue, retention rate, and LTV for subscribers within their respective cohorts. The model allowed teams to determine the campaign winner.

UCSB Arts & Lectures   ***Santa Barbara, CA***
Online Student Ambassador / Web Designer / Data Entry   *June 2020 - September 2020*
- Constructed templates for UCSB A&L website created for an online focus towards student content centered around arts and ideas while generating content for weekly emails.
- Collaborated with project teams to filter/input archives into the website and consistently update events, blogs, playlists, and data associated with A&L from existing Excel data set.
- Synchronized archive data using Wix platform while measuring discrepancies in count of attendees

SKILLS

• SQL • Python (NumPy*, Pandas, Matplotlib*) • Amazon Redshift • RStudio (*tidyverse: tidyr & dplyr, ggplot2*)
• Tableau Desktop • Tableau Server • Microsoft Excel • Microsoft Office • Jupyter Notebook • Hevo Data • Hive

EDUCATION

University of California, Santa Barbara - *Santa Barbara, CA*   *September 2018 - June 2021*
*Bachelor of Arts, Statistics & Data Science **|** Bachelor of Arts, Economics*

Pasadena City College - *Pasadena, CA*   *August 2016 - June 2018*
Economics, General Education Transfer Credits

ACADEMIC/SELF PROJECTS

Exploratory & Visualization Analysis   *October 2021*
Google Play Store Marketplace
- Cleaned dataset with over 450,000 observations and 19 columns implementing imputations containing null values with pandas data types such as object, float, datetime, and Boolean.
- Visualized aggregated outcomes of leading categories utilizing matplotlib for exploratory purposes.
- Identified highest correlations among all attributes containing numerical and categorical data values.

Time Series & Forecasting Analysis   *Summer 2021*
Monthly Gas Production Analysis
- Processed time series data which include non-stationary and seasonality and proceeded transformation methods and differencing to remove its seasonality and non-stationarity.
- Constructed visualizations of transformed data and obtained potential parameters for SARIMA model.
- Generated forecasting data, performed diagnostic check for data's residuals, and compared AICc values to determine the best model.