

DATA

ANALYST PORTFOLIO

ASYIFA N. FADHILAH

Hi! I'm Asyifa Nur Fadhilah, an undergraduate Data Science student with a deep passion for solving real-world puzzles through data-driven insights. Known for detail-oriented work, collaboration, and relentless curiosity.



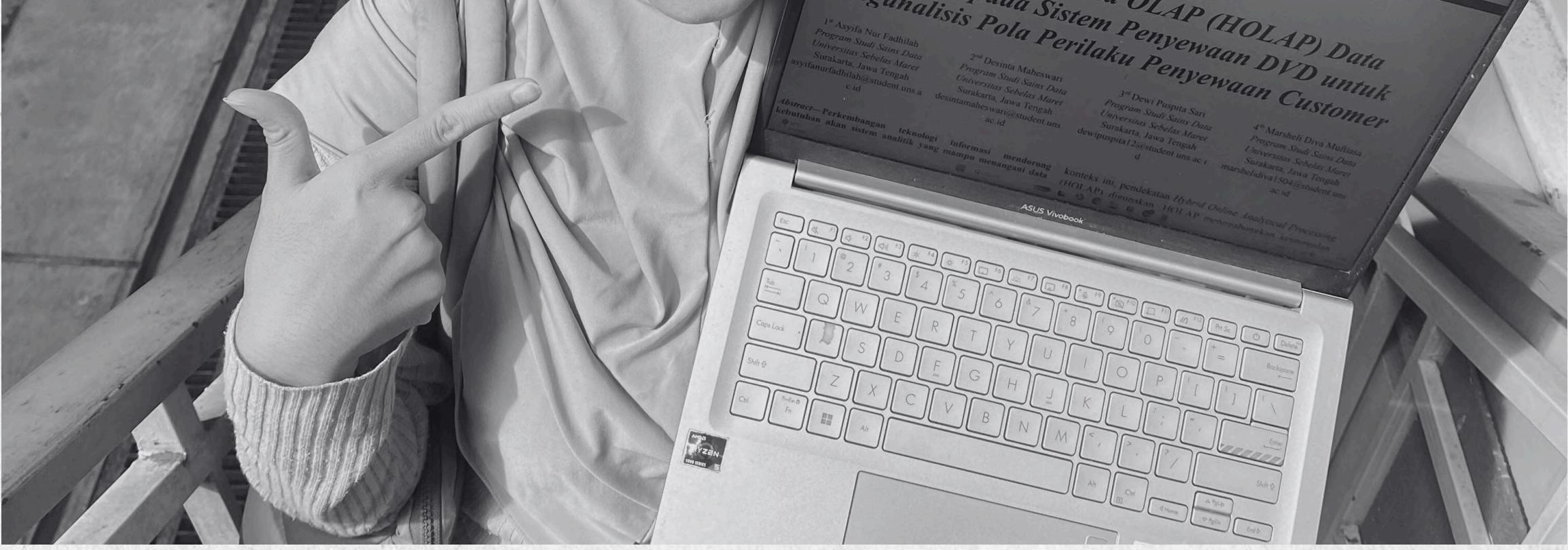
folio.

(2024 - 2025)

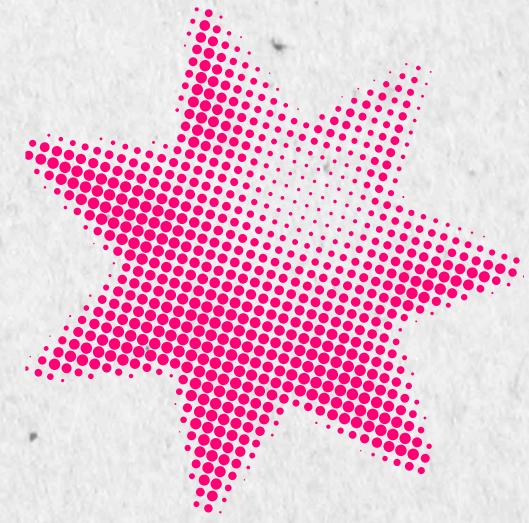
Introduce **ABOUT ME**

I am a data science student with experience in using various tools and technologies to collect, organize, and analyze data, turning it into data-driven information. I am proficient in SQL, Python, Excel, Tableau, and Looker, and have a solid understanding of data analytics techniques, including dashboard building, report writing, data mining, statistics, problem-solving, and critical thinking.





Personal SKILLS



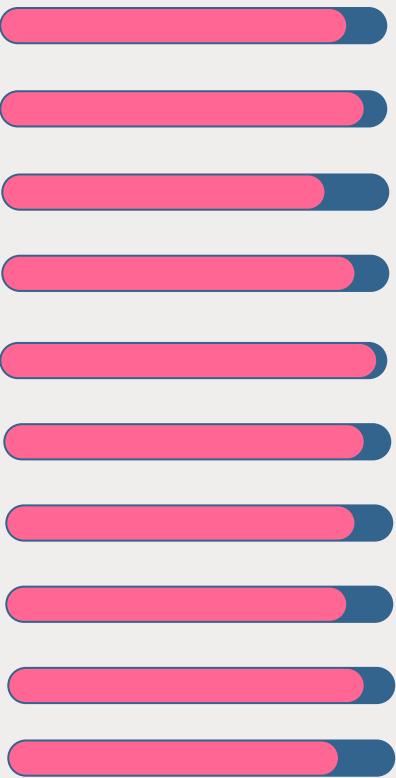
What I Bring to the Table

In this portfolio, I've included a variety of projects that showcase my data analytics skills. I've also included my work in programming languages such as SQL, Python, and R.

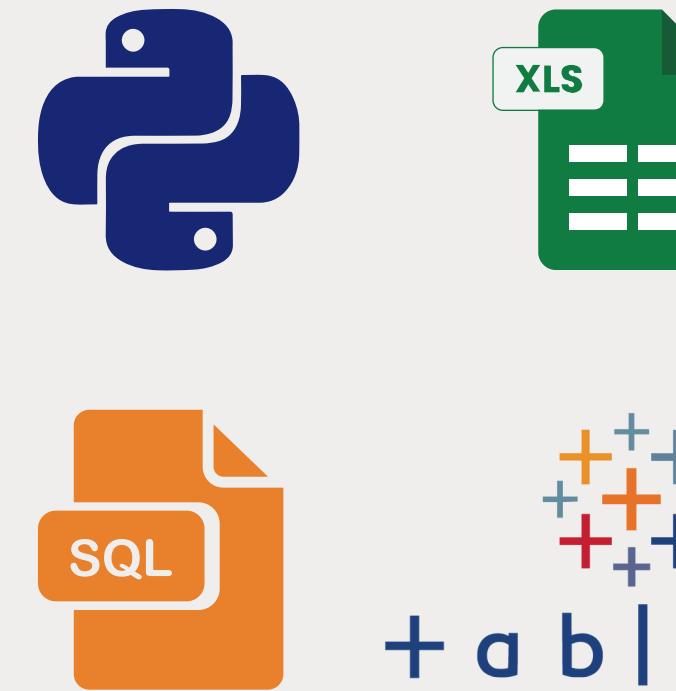
COMPETENCIES & SKILLS

Core Strength

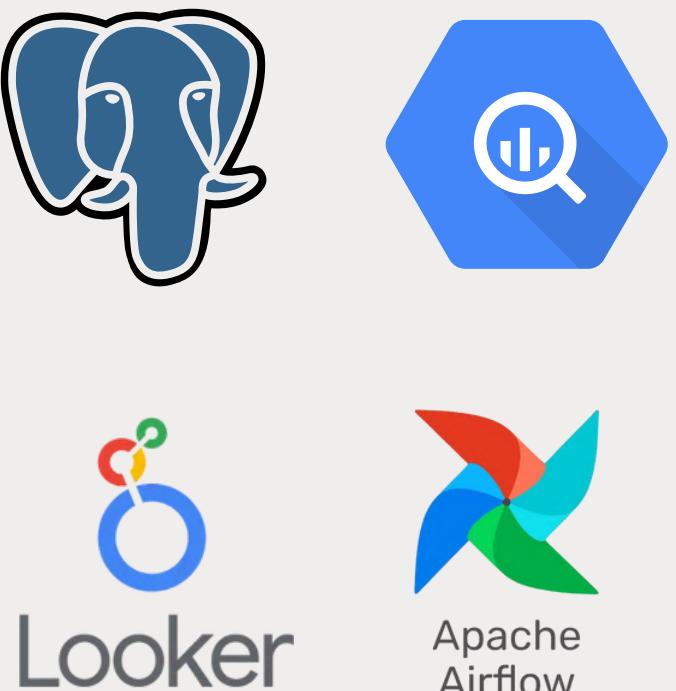
- Critical Thinking Skills
- Time Management
- Collaboration
- Problem Solving
- Data Analysis and Reporting
- Data Visualization
- Communication Skills
- Process Improvement
- Data Profiling & Data Exploration
- Data Warehouse



Technical Skills



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KEY ACHIEVEMENT ↴



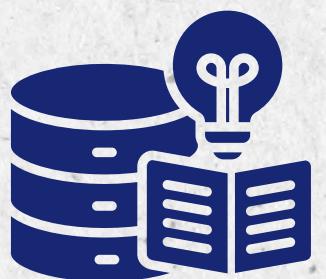
Data Analysis, Dashboard, & Team Collaboration

Project & Team Leadership, led several data science and analysis projects. Together with the team, we created data-driven reports, infographics, and dashboards. Have successfully secured **1st place** in SSDA SSF 2024 and made it to the **TOP 32** Best Infographic design in SIC Satria Data 2024.



Communication Skills, Research & Development, Market Research.

Delivered data-driven recommendations, insights, and strategies as an R&D intern, influencing executive decisions and product development at CV ENZO Group. Drove **220% growth** in media partnerships at HIMASTER FATISDA UNS and established 3 corporate collaborations, enhancing organizational credibility and outreach.



Data Warehousing, Data Exploration, Data Management System.

Design a data warehouse and establish a centralized RBAC (Role-Based Access Control) database system for Movies database. Improving data security, enhancing query performance for further analysis, and a system that can help improve workflow for the company.

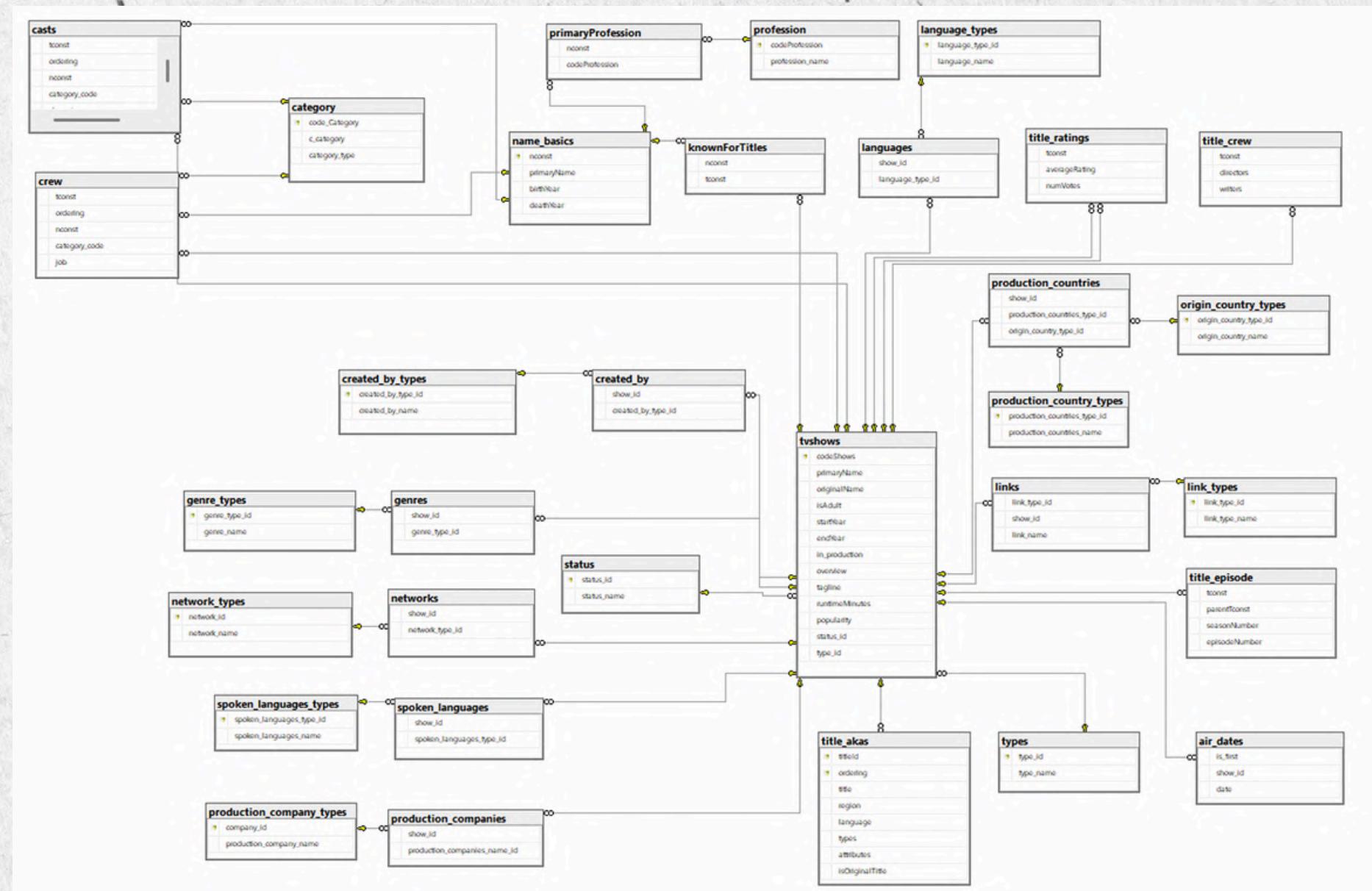
FAKULTAS TEKNOLOGI
INFORMASI & SAINS DAT



FIRST PROJECT

PRODUCTION COMPANY MANAGEMENT SYSTEM

This project focused on developing a comprehensive management system for a production company, designed to **optimize** operations and **enhance** workflow across departments. This project was conducted with the **SQL** language, utilizing **SQL Server**. Demonstrates the **results** of **analysis based on data using a SQL query**.



>> DATABASE SCHEMA

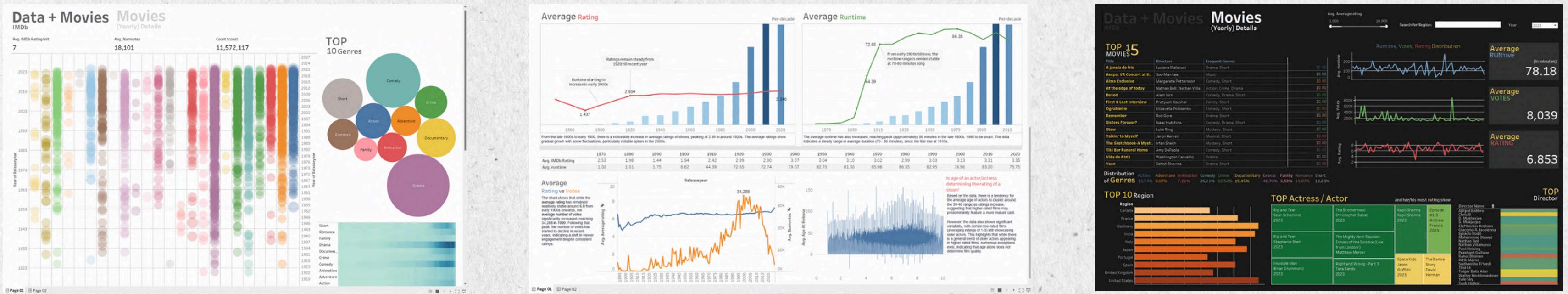
WHAT DID I DO??

- **ELT process.** For this project, I've integrated and transformed large datasets, ensuring data integrity across the system. This involved extracting data from multiple sources, loading it into a centralized system, and performing data transformations such as cleaning and normalization.
 - **Visualizing and reporting,** using **SQL queries**, I've retrieved several data-driven information.

SECOND PROJECT

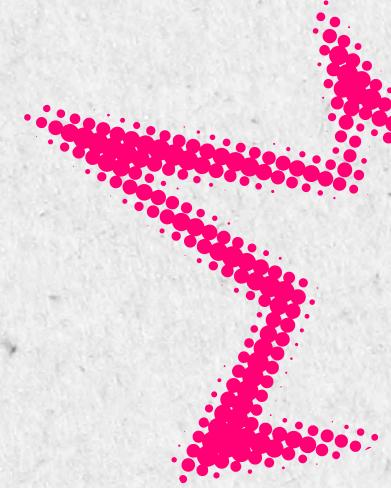
AN INTERACTIVE DASHBOARD TO ANALYZE FILM & TV SHOWS PERFORMANCE

TABLEAU DASHBOARD



This project showcases my ability to transform raw film and TV Show data from IMDb to data-driven insights. The goal is to create an interactive dashboard that enables stakeholders to understand content trends, evaluate quality, and help make data-driven decisions.

TOOLS: Tableau, PostgreSQL

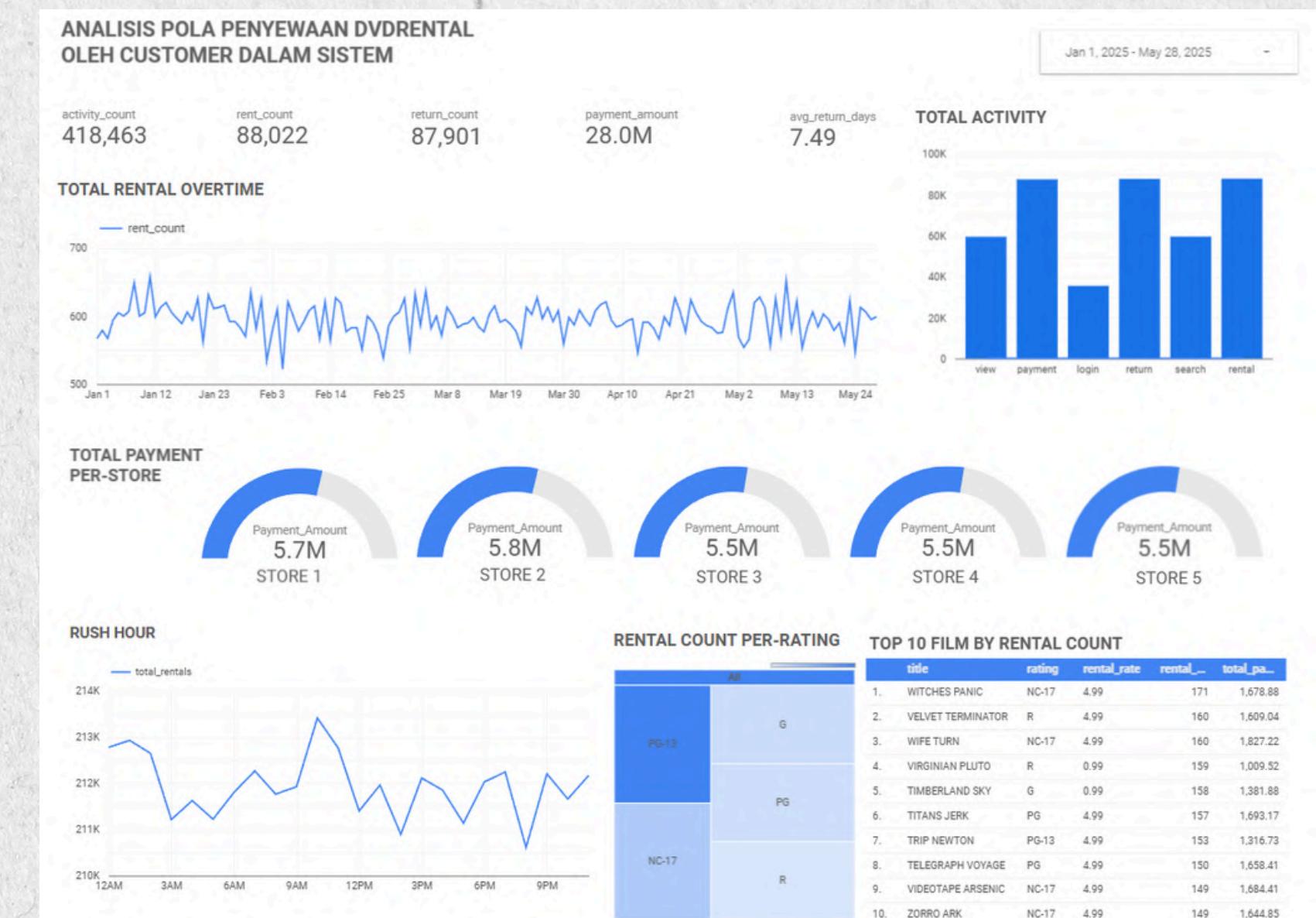


THIRD PROJECT

HOLAP DATA WAREHOUSE FOR RENTAL ANALYTICS

This was a featured project with my team; we implemented a Hybrid OLAP (HOLAP) data warehouse using **Apache Hive** and **Google BigQuery**. We use the expanded DVD Rental dataset with more than 20M rows of data to simulate a big data environment. For the ETL process, we design an **automated pipeline** using **Apache Airflow** and create a **Looker dashboard** to retrieve and show several insights we got, such as rental rush hour, peak months, payment patterns, and platform usage for business optimization.

LOOKER DASHBOARD



NOTABLE PROJECT

POVERTY RATE PREDICTION & ANALYSIS

- Analyzed BPS data to identify key socio-economic factors that influence poverty in Indonesia.
- Multiple Linear Regression and Geographically Weighted Regression (GWR) models are used to predict poverty and validate key assumptions.
- **MAPE** is used to evaluate the model with a result of **31.38%**. This rate shows that the model is eligible for prediction.

AI FOR LUNG CANCER RISK & TREATMENT

- This team project aims to develop a predictive AI model using SVM to classify lung cancer risk for patients (low, medium, high).
- We conduct data preprocessing, feature engineering, and feature selection for optimal model performance. Resulting in high **accuracy, 95% and 98% ROC-AUC** values.
- This system also linked risk levels to suitable treatment approaches, which can help support treatment decision-making.

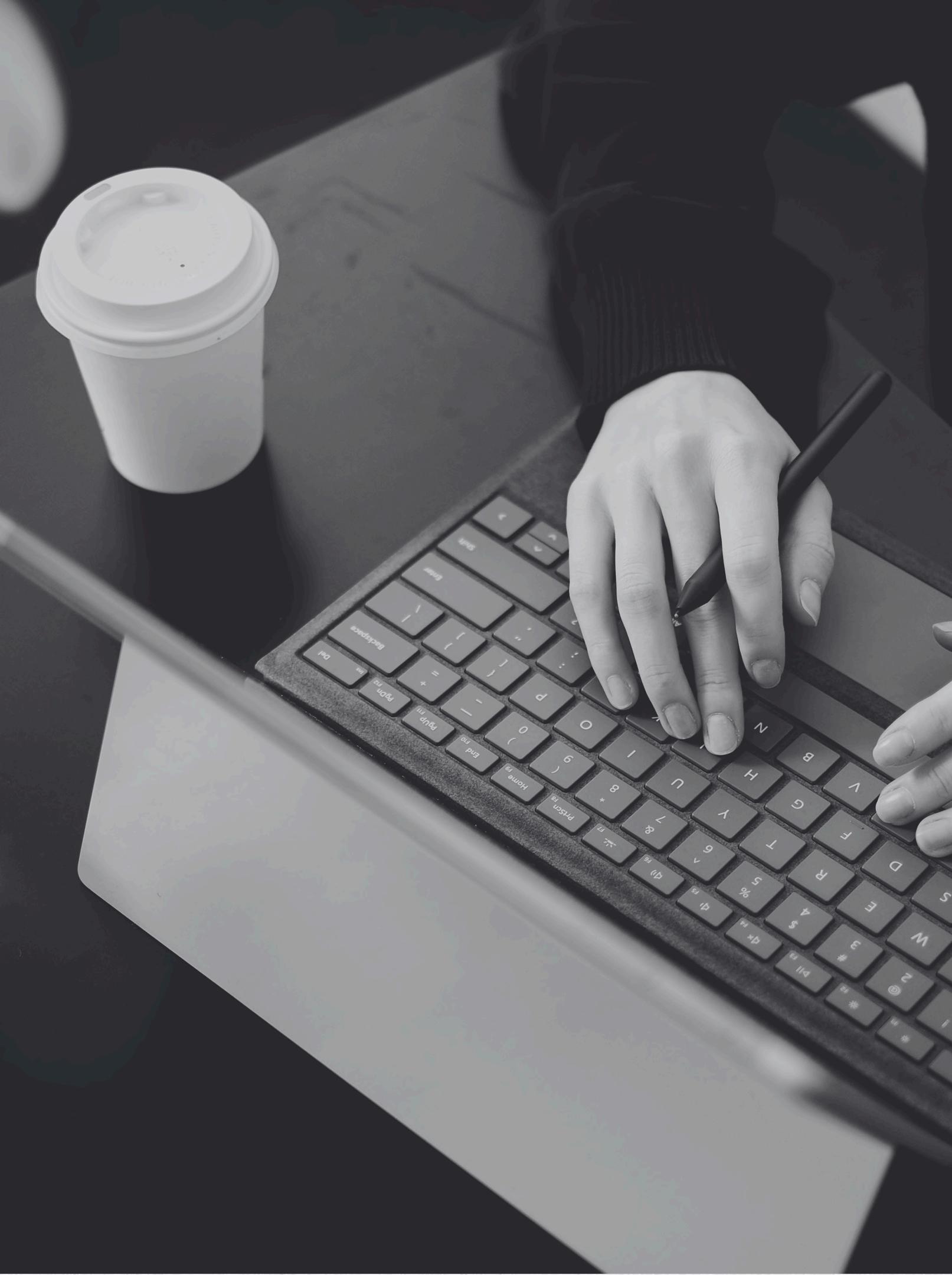
FRAUD DETECTION ON ETHEREUM TRANSACTIONS

- On this featured project, we create a Hybrid AI model that combines an **LSTM** for anomaly detection and **SHA-256 Hashing** to support data integrity checking.
- Successfully achieved **97% accuracy** in identifying fraudulent transactions.
- This AI model is made to strengthen security systems in blockchain platforms through real-time anomaly detection and guarantee data integrity.

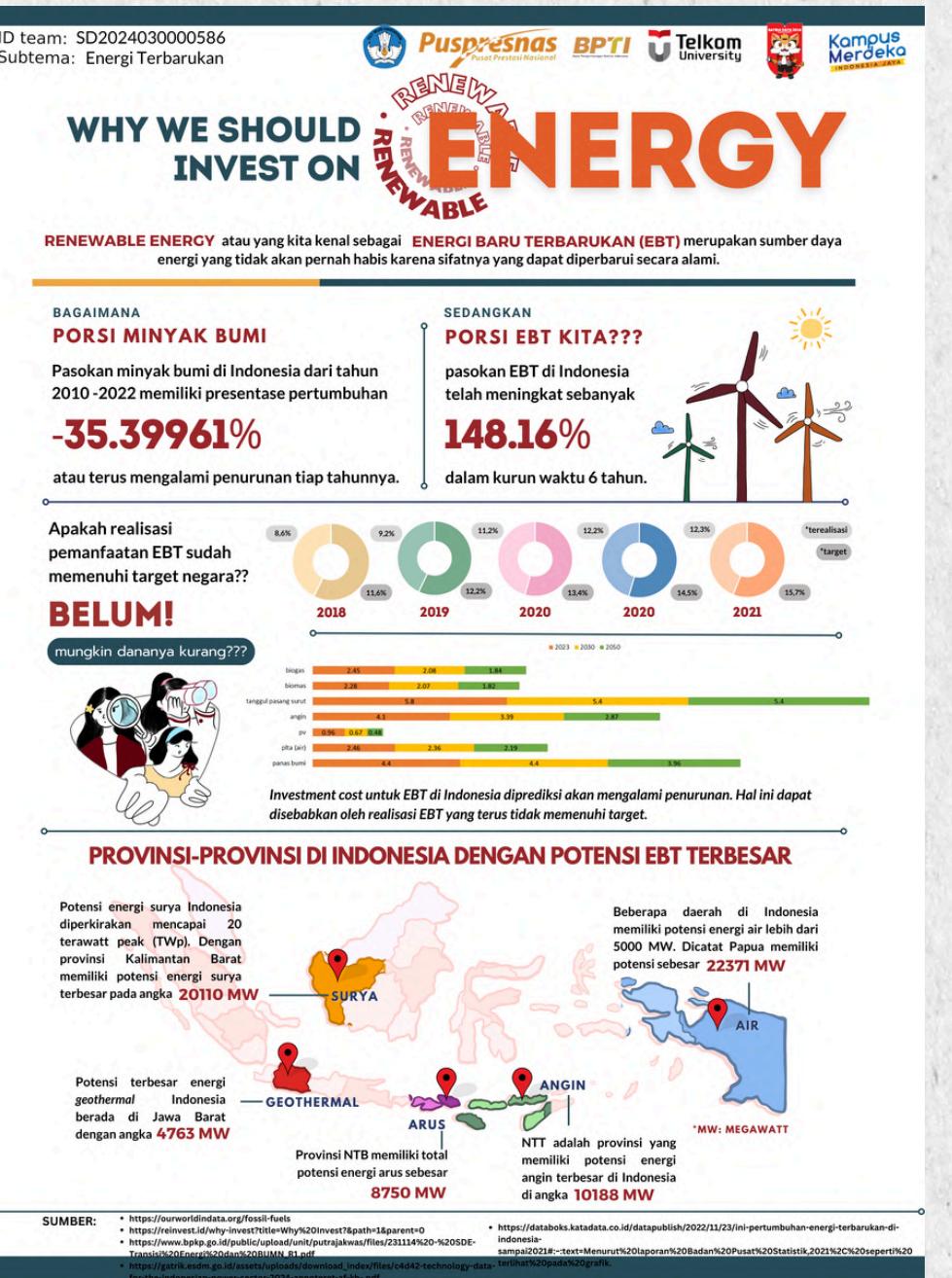
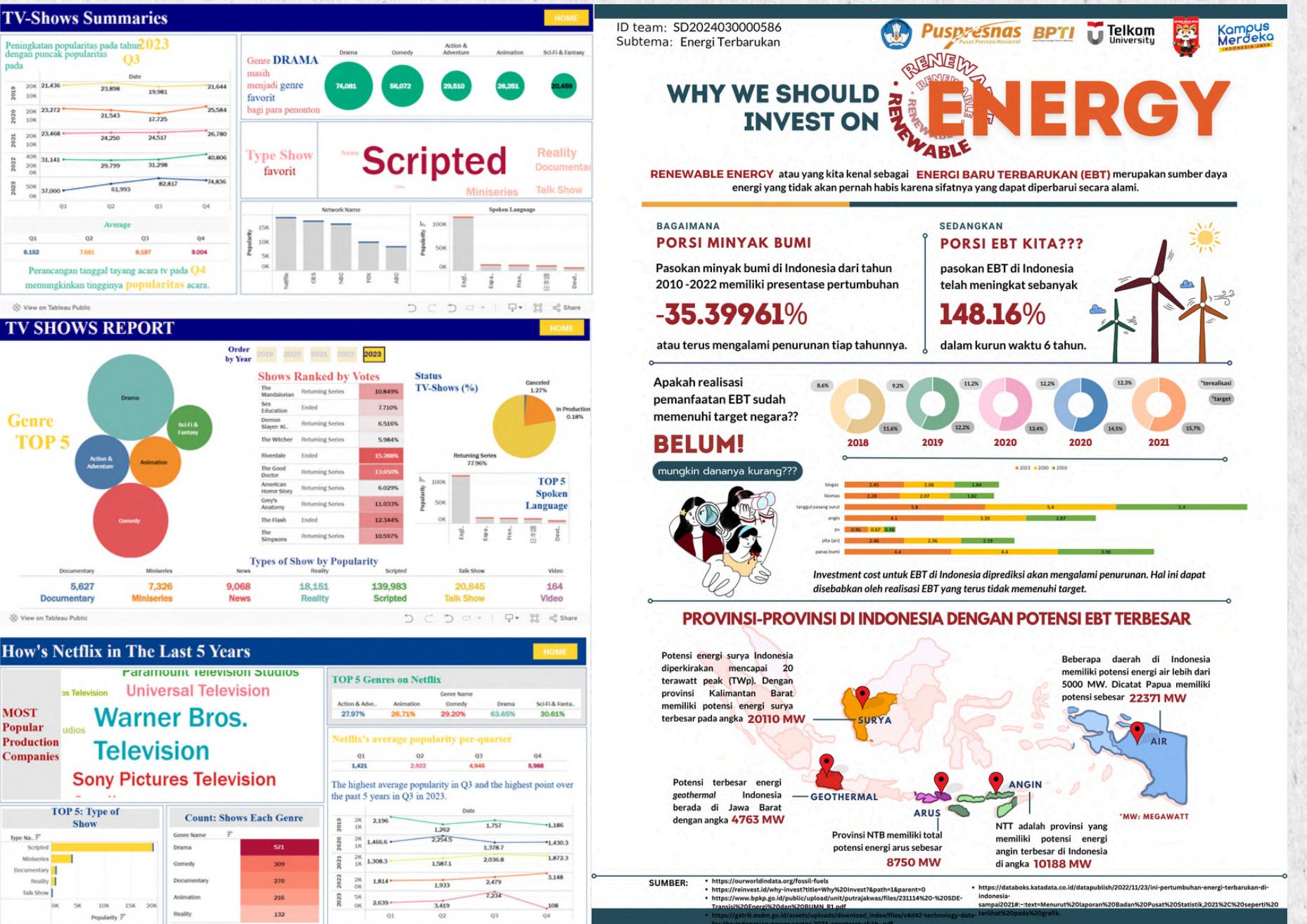
WORK EXPERIENCE

CV ENZO GROUP

- Conduct weekly market analysis reports, evaluating industry trends, competitor pricing, and customer behavior to identify business opportunities.
- Provide data-driven insight and strategic recommendations to optimize business operations and brand positioning.
- Creating data visualizations to present findings, ensuring clarity in decision-making for internal teams and the CEO.
- Analyzed customer preferences and local competitors, contributing to product development and pricing strategies.



ACHIEVEMENT



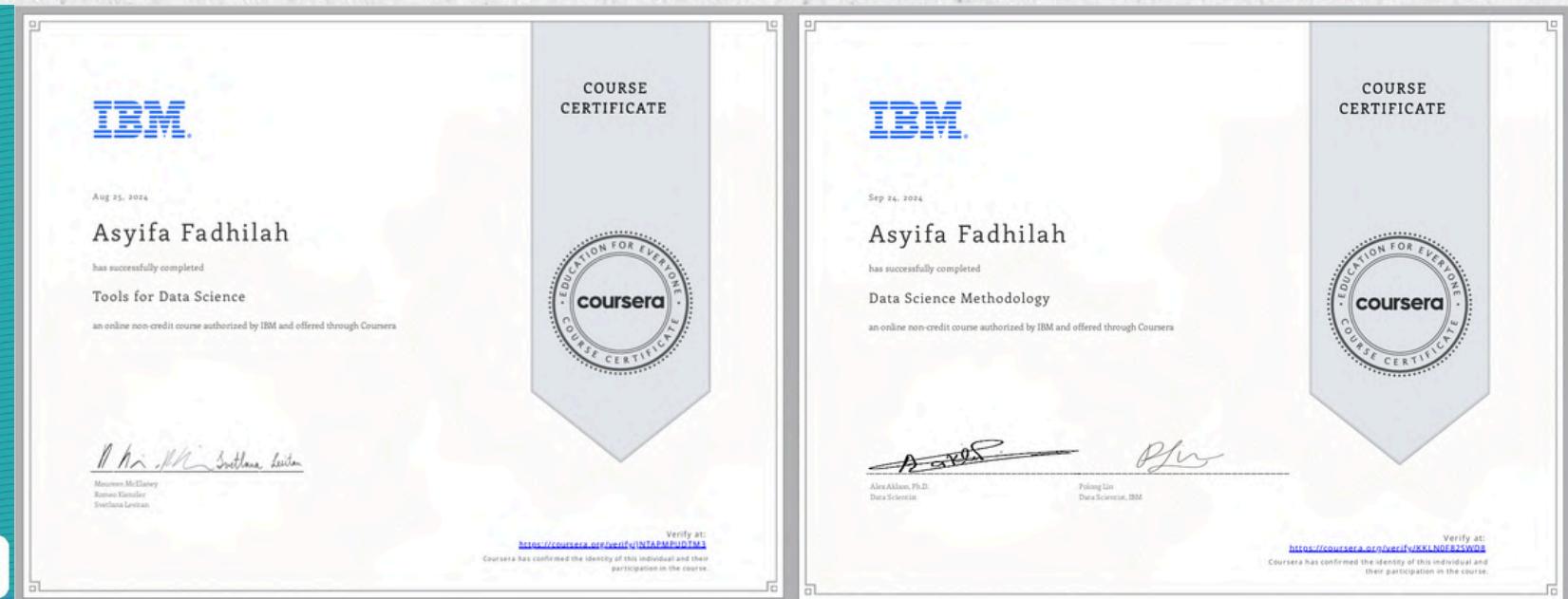
Winner 1st Place 2024 SSDA SSF (Sebelas Maret Statistics Fair)

Led a two-member team to create an interactive Tableau Dashboard to improve company performance, did a market analysis, and made a report and strategy for the upcoming content. Successfully deliver clear, data-driven insights and plans through visualization and presentation.

Tableau Link: [Click on this link](#)

TOP 32 SIC Satria Data 2024

CERTIFICATES AND AWARDS



ASYIFA N. FADHILAH



GET IN TOUCH



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ASYIFA