MUHAMMAD RAFLI NUGRAHASYACH
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Business Statistics undergraduate with strong experience in NLP, Machine Learning, Deep Learning, and data preparation workflows. Hands-on contributor to multiple AI projects, including transformers, sentiment analysis, ResNet image classification, and production-level dashboards for SMEs. Active member of the Avalon AI Community with consistent practice in modeling, data visualization, and LLM-related experimentation. Passionate about text data curation, labeling quality, and building robust datasets for LLMs.

EDUCATION

Sarjana Terapan Statistika Bisnis, Institut Teknologi Sepuluh Nopember   **August 2022 – Present**
- Specialization: Machine Learning, NLP, Deep Learning, Forecasting, Statistical Modeling
- Relevant Coursework: Text Mining, Deep Learning, Big Data Analytics.
- Publication (Socius Journal): Analysis of e-commerce adoption factors in Indonesian provinces
- Experience with big data, scraping, text preprocessing, and model development
- GPA: 3.38/4.00

Data Science, Binar Academy   **June 2024 – August 2024**
- Top-performing team in bootcamp final project
- Built an ANN-based NLP model with 85% accuracy; focused on text preprocessing (tokenization, stemming) and dataset cleaning

Avalon AI Community — Data Scientist Member   **November 2024 – Present**
- Weekly studies on transformer models, machine learning, deep learning, visualization, and competition strategy
- Contributed to collaborative projects involving transformer-based text classification
- Frequent discussions on dataset preparation, text labeling strategies, and modeling improvements

PROFESSIONAL EXPERIENCE

Avalon AI Group – PT Automasi Visi Analitika Optima   **March 2024 – July 2025**
Data Scientist
- Developed an AI-powered learning app integrating Speech-to-Text (STT) and Text-to-Speech (TTS).
- Presented AI workshops to 100+ attendees; collaborated with data & engineering teams.

Upgrade UMKM – PT Digital Nusantara Innovations   **January 2024 – Present**
Chief Analytics Officer
- Spearheading the development of "BizTrack Monitor," an AI-powered dashboard for SMEs to track financial performance.
- Designing data collection schemas to aggregate sales data from multiple sources, ensuring data consistency for analytics.

Freelance / Independent Consultant   **December 2023 – Present**
Data Scientist
- Built a Sentiment Analysis model for e-commerce reviews. Performed extensive text labeling to categorize slang/abbreviations, creating a clean dataset for training.
- Engineered a dual-labeling pipeline using VADER Lexicon and BERT to curate a high-quality dataset from X (Twitter). Benchmarked GBT, SVM, and XGBoost models, achieving 95.25% accuracy (XGBoost) by optimizing data preprocessing protocols.
- Conducted a comparative study between Naive Bayes (TF-IDF) and Fine-tuned IndoBERT to classify public opinion on Twitter. Orchestrated end-to-end workflow from Lexicon-based labeling and Sastrawi stemming to model evaluation (F1-Score, Confusion Matrix) to determine the most effective classifier for Indonesian political discourse.
- Fine-tuned a ResNet34 model for Diabetic Retinopathy (81% accuracy) using advanced data augmentation.

CV Putra Terbaik   **June 2023 – Present**
Information Technology Business Analyst
- Analyzed user traffic data using Google Analytics, providing actionable insights that increased ad campaign effectiveness by 25%.
- Managed website SEO strategies through keyword analysis and technical optimization.

ORGANIZATION & COMMITTEE

GERIGI ITS 2023   **July 2023 – August 2023**
Data Management

- Managed and organized new student data, ensuring 100% accuracy in record-keeping during orientation.
- Assisted and guided 10+ students per group, ensuring a smooth transition into campus life.

HONORS & AWARDS

Data Science, Statistics & Academic Competitions
- 1st Place, National Statistics Challenge 2025, Universitas Brawijaya (2025)
- 1st Place, Scientific Paper Competition – EXASTI 1.0, BEMP STI (2025)
- 2nd Place, Airlangga Statistics Essay Competition (ASEC) – ARSEN, Universitas Airlangga (2025)
- 2nd Place, Statistics Analysis Week – Jambore Statistika XIII, Universitas Mulawarman (2024)
- 2nd Place, Statistics Essay Competition – Dokter Data, Universitas Diponegoro (2024)
- 2nd Best Team, ISE! Academy – Data Science Bootcamp, Institut Teknologi Sepuluh Nopember (ITS) (2024)
- 3rd Place, Indonesian Vocational Olympiad (OLIVIA) X – Science and Technology, FPTVI, Universitas Brawijaya (2025)
- Top 5 Finalist, Jatim Datathon, Communication and Informatics Office of East Java (2025)
- Top 5 Finalist, National Statistics Challenge 2024, Universitas Brawijaya (2024)
- Top 7 Finalist, Airlangga Statistics Essay Competition (ASEC) – ARSEN, Universitas Airlangga (2024)
- Top 10 Finalist, Data Competition – Information System Expo, Universitas Multimedia Nusantara (2024)

Research Grants & Funding
- Research Grant Recipient, ITS Research Fund, Institut Teknologi Sepuluh Nopember (IDR 50,000,000) (2025)
- Growth Stage Qualifier (Upgrade UMKM), HETI Student Youngpreneurship, ITS & Partners (IDR 25,000,000) (2025)
- Early Stage Qualifier (Upgrade UMKM), ITS Youth Technopreneur (IYT), ITS & Partners (IDR 12,500,000) (2024)

Delegations & Others
- ITS Delegate, Statistics Essay Competition (SEC) – Satria Data (2025)
- ITS Delegate, Statistics Essay Competition (SEC) – Satria Data (2024)
- ITS Delegate, ICT Business Development – GemasTIK (2024)
- ITS Delegate, Student Creativity Program in Entrepreneurship (PKM-K) (2024)
- Invited Participant (FGD), Cooperative-Based Startup Growth, Ministry of Cooperatives & SMEs (2024)

CERTIFICATIONS
- Junior/Associate Data Scientist, Badan Nasional Sertifikasi Profesi (BNSP) (2025).
- Data Science Bootcamp Graduate, ISE! Data Science Academy, ITS (2024).
- Machine Learning & Data Visualization Track, Dicoding Indonesia (2023-2024): Completed comprehensive courses in Python, SQL, Data Visualization, and Machine Learning for Beginners

PUBLICATION
- "*Analisis Faktor-Faktor Tingkat Penggunaan E-Commerce di Setiap Provinsi Indonesia Menggunakan Analisis Faktor*," (Analysis of E-Commerce Adoption Factors in Indonesian Provinces Using Factor Analysis) Farhan Muhammad Rizqi, Muhammad Rafli Nugrahasyach, Sri Pingit Wulandari, Socius: Jurnal Penelitian Ilmu-Ilmu Sosial

SKILLS

Technical Skills
- Programming: Python (Pandas, NumPy, Scikit-learn, TensorFlow/Keras, Transformers/HuggingFace, NLTK), SQL, R.
- Data Science: Data Cleaning & Labeling, Web Scraping, Power BI, Tableau, Google Cloud Platform (Basic).
- Tools: Git, GitHub, Streamlit

Soft Skills
- Project Management: Efficient end-to-end project handling, from requirement gathering to delivery.
- Critical Thinking: Data-driven decision-making and analytical problem-solving.
- Stakeholder Communication: Effectively presenting complex data insights to technical and non-technical teams

Languages
- Indonesian: Native
- Javanese: Native/Conversational
- English: Professional Working Proficiency