

REYHAN TERRA DIFFA

([Personal Website](#))

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SUMMARY

Reyhan is highly motivated career in data. This has led Reyhan to learn more about data through several training and courses outside of tecture. Reyhan has also honed soft skill related to data to support his career, through internship, research, and organizational experience. Reyhan has data oriented and analytical thinking skills, as well as the use of several data tools, namely SQL, Tableau, Power BI, Google Data Studio, Python and Microsoft Excel. Currently, Reyhan is looking for oppurtunities in the field of data analyst, business intelligence, data science, and market research.

WORK EXPERIENCE

- **Software Analyst** at CV. Depo Inovasi (*Intern*) (Aug – Sep 2022) ([Certificated](#))
 - Apply powerful data analysis techniques to assess the effectiveness of company-supported software.
 - Delivering comprehensive insights to key stakeholders, enabling informed decision making.
 - Drive operational efficiency through implementing solutions based on robust analysis.

Skills: Communication, Presentation, Problem Solving, Math, English.

- **Project-Based Virtual Intern : Big Data Analytics - Kimia Farma x Rakamin Academy** (March – April 2023) ([Certificated](#))
 - Carry out various tasks diligently as a Big Data Analyst with its ecosystem.
 - Execute data processing using SQL queries and generate information visualizations with tools such as Google Data Studio and Tableau.
 - Organize impactful data storytelling sessions, enhancing data-driven decision making.
 - Describes a deep understanding of the complexity of data through this analysis effort.

Skills: SQL, Google Data Studio, Tableau, Communication, Presentation, Problem Solving, English.

EDUCATION

UIN Maulana Malik Ibrahim Malang
Bachelor's degree – Physics (*GPA: 3.51*)

Final Year Student (2019 - now)

ORGANIZATION EXPERIENCE

- **Religious National Webinar** as Chief Executive
 - Completed coordination and management of aspects of a webinar, from content design to feedback analysis.
 - Identification of expert sources and efficient schedule arrangement.
 - Management of webinar registration and technical supervision, including interactive question and answer.
- **Malang National Nuclear Community Malang** as Member Division information and communication.
 - Play a role in managing internal and external information flows effectively, resulting in transparent communication through a planned communication strategy.
 - Lead impactful digital content and manage important events
 - Maintain organizational storage in a dynamic environment.
- **2020 Malang National Nuclear Community Annual Meeting** as Equipment Division
 - Optimize the management, procurement and maintenance of equipment through efficient strategic planning.
 - Maintain equipment availability and performance according to safety standards, contributing to the smooth running and success of the event.
- **Bincang Bincang Nuklir 2020 by Malang National Nuclear Community** as Public Relation
 - Build a positive image through managing effective communication with the media.
 - Produce broad coverage that supports an accurate understanding of the nuclear issue.
 - Design informative messages for the general public.
- **Quantum Physics** as Community Organizer (CO) of public relations
 - Lead division team through effective daily execution.
 - Build collaborative teams, take timely decisions and innovative solutions.
 - In-depth problem analysis and careful performance monitoring.
 - Provide effective training and achieve sustainable divisional growth.
- **HMJ Fisika UIN Malang** as Member Division
 - Division's continuous growth through effective daily execution.
 - Make accurate strategic decisions and design innovative solutions.
 - Identify issues in depth and carefully blend performance.
 - Provide training contributes to marketing goals and team development.

Project Experience

- **Sales and Operations Performance Review** (*Portofolio*)
 - Analyze customer trends, total monthly sales price, and orders by status with SQL.
 - Calculation of Average Order Value (AOV) and Order Frequency.
 - Identify the top and bottom 15 products in sales via CTE Query.
 - Analysis results report in Tableau visualization.
 - Skills: SQL, Tableau, statistics.

- **Car Price Prediction use Machine Learning** ([Portfolio](#))
 - Predictive analysis of car prices using Python on Google Colab.
 - Application of Exploratory Data Analysis (EDA) and Data Visualization stages.
 - Data modelling with various algorithms including Linear Regressor, Decision Tree Regressor, Random Forest Regressor, XGB Regressor, Extra Tree Regressor and Bagging Regressor and achieved a prediction accuracy of 0.92 with the XGB Regressor model.
 - Skills: Python, Pandas, Numpy, Scikit Learn, Math, and Statistics to produce successful results in this project.
- **Sales Performance Analysis** ([Portfolio](#))
 - Understand sales at a pizza shop by using SQL queries.
 - Reporting using Google Data Studio.
 - Skills: SQL, Google Data Studio, and statistical concepts to complete this project.
- **Air Pollution Forecasting use LSTM Algorithm** ([Portfolio](#))
 - Explain pollution forecasts using the LSTM Algorithm.
 - Exploratory Data Analysis (EDA) and Data Visualization to understand the data.
 - Apply model using the LSTM Algorithm.
 - Skills: Python, Pandas, Numpy, Scikit Learn, PyTorch, as well as concepts of Mathematics and Statistics.
- **Business Performance Analysis** ([Portfolio](#))
 - Attain a thorough market business analysis.
 - Process and organize data effectively using Microsoft Excel (VLOOKUP).
 - Create reports and data visualizations using Power BI.
 - Skills: Microsoft Excel (especially VLOOKUP), Power BI, and statistical concepts in carrying out this project.

SKILLS

Technical Skill : Business & Marketing Analysis, Statistical Analysis, Data Manipulation, Data Pipeline Job, Data Scheduling, Data Visualization / Reporting, Data Warehouse, Data Modeling use Machine Learning and Deep Learning Algorithm, LSTM Algorithm, ARIMA and SARIMA Algorithm, Exploratory Data Analysis (EDA), Numpy, Pandas, Matplotlib, Seaborn, Tensorflow, PyTorch and Scikit-Learn.

Soft Skill : Analytical Thinking, Critical Thinking, Problem Solving.

Tools : Familiar with SQL, Python, Apache Spark, MATLAB, Power BI, Tableau, Google Data Studio, Microsoft Access, Microsoft Excel, Microsoft Outlook, Microsoft Word, Microsoft Powerpoint.

CERTIFICATION PROGRAMME

- Master all the MS Excel Macros and the basics of Excel VBA ([Certificate](#))
- EF Standard English Test (EF SET) 71/100 (C2 Proficient) ([Certificate](#))