reyhanalif28@gmail.com • +6282123868627 • linkedin.com/in/alifreyhanp • github.com/reyhanalif

REYHAN ALIF PRADITYO

PROFESSIONAL SUMMARY

Data Scientist with three years' experience in digital banking and environmental science. Expert in SQL, Python, and cloud-based analytics, with a track record of building dashboards, predictive models, and business intelligence for large-scale operations. Proven ability to engage stakeholders, deliver actionable insights, and lead high-impact projects from concept to execution.

EDUCATION

MSC ENVIRONMENTAL DATA SCIENCE AND MACHINE LEARNING   Sep 2024 - Sep 2025
Imperial College London   *London*

♦ Full Scholarship from Indonesia Endowment Fund for Education Agency (LPDP)

♦ **Grade:** Distinction

♦ **Key Coursework:** Data Science and Machine Learning, Deep Learning, Advanced Programming, Environmental Data (Climate Model, Seismic Data, Spatial Analysis, Remote Sensing), Big Data Analytics

BSC ENVIRONMENTAL ENGINEERING   Aug 2016 - Oct 2020
Institut Teknologi Bandung   *Bandung*

♦ **Grade:** Cum Laude (GPA 3.54/4.00)

♦ **Achievements:** Dean's List Faculty of Civil and Environmental Engineering 2019

♦ **Key Coursework:** Environmental Statistics, Geographic Information Systems, Engineering Mathematics, Environmental System Analysis

EMPLOYMENT HISTORY

DATA SCIENTIST (PROJECT RESEARCHER)   May 2025 – Sep 2025
Anglian Water   *London*

♦ **Evaluated Bare Soil Risk Index (BSRI) using Sentinel-2 satellite imagery (Google Earth Engine), rainfall, and water quality data** to predict pollutant mobilisation risk for surface water management.

♦ **Performed geospatial and environmental risk analysis** to quantify BSRI hotspots and evaluate relationships between land exposure, rainfall patterns, and water quality indicators using **Python**.

♦ **Developed a risk-based matrix model** that uses BSRI trends as an early-warning indicator to track potential water quality deterioration.

♦ **Evaluated the model's performance using ROC AUC and supporting statistical diagnostics** to quantify its reliability as an early-warning signal for water quality deterioration.

♦ **Built dashboards using Looker Studio** for communicating environmental impacts to non-technical audiences.

DATA ANALYST   Aug 2022 - Jul 2024
Bank Jago   *Jakarta*

♦ **Delivered business analytics directly to senior leadership,** experience transferable to managing ESG engagements, synthesizing findings, and presenting to stakeholders.

♦ **Led development of metrics/KPIs, dashboards, and structured reports,** parallel to ESG reporting (GRI, ISSB, SASB) and disclosure preparation.

- ♦ **Conducted risk analyses, segmentation, and forecasting,** supporting risk identification and materiality assessment.
- ♦ **Managed multi-team projects:** defined requirements, coordinated timelines, and ensured quality insights delivery.
- ♦ **Built automated pipelines (SQL/GCP/BigQuery) and maintained dashboards** used in strategic decisions for 10M users.
- ♦ **Created analytical visualizations and exploratory reports using Python (Pandas, Matplotlib, Seaborn)** to communicate insights clearly to technical and non-technical stakeholders.

ENGINEERING STAFF
WIKA Tirta Jaya Jatiluhur

Apr 2021 - Apr 2022
Jakarta

- ♦ **Managed engineering design assessments**, ensuring alignment with technical specifications and contractual obligations
- ♦ **Engaged with public and private stakeholders under the PPP scheme**, including board management, government, and subcontractor, providing regular engineering updates on project progress
- ♦ **Led regulatory and environmental compliance processes including environmental permitting.**
- ♦ **Oversaw Social & Environmental Due Diligence** execution as the project owner's representative, collaborating with Hatfield.

PROJECTS

HR Disciplinary Case Analytics - Indonesia Tobacco Company
- ♦ **Built a HR analytics Power BI dashboard to track disciplinary cases** across functions, grades, and tenure groups.
- ♦ **Designed data models and DAX measures to consolidate HR and compliance data**, enabling analysis by case type, violation, action, and demographic.

Retail Transaction Data Analysis
- ♦ **Developed Customer 360 segmentation using RFM and churn propensity modelling** to target high-value and inactive customers with personalized campaigns.
- ♦ **Built demand forecasting models (ARIMA, Seasonal Naive)** to predict six months of future sales and recommend stock strategies for high-demand SKUs.
- ♦ **Created a customer 360 Power BI dashboard,** integrating sales, customer, and product data to guide executive decisions.

TOOLS & TECHNOLOGIES

- ♦ **Programming Languages:** Python, SQL, C++, R, MATLAB, HTML, CSS, JS, Bash
- ♦ **Libraries:** PyTorch, TensorFlow, Scikit-Learn, Pandas, Numpy, Matplotlib, Geopandas, Streamlit
- ♦ **Cloud Frameworks:** Google Cloud Platform (GCP), AWS, Azure
- ♦ **Tools:** Power BI, Tableau, Git, Docker, Jira, ARCGIS
- ♦ **Data Engineering:** Airflow, dbt, MySQL, MongoDB, PostgreSQL, BigQuery
- ♦ **Concepts:** ETL/ELT, Data Warehousing, Statistical Analysis, A/B Testing, Geospatial Analysis