Rio Rizki Aryanto

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Data Scientist | Data Analyst | Data Engineer | Python Developer

With 8 years of experience spanning consulting, advertising, and sensory analysis, I specialize in Python for data analysis, statistics, and machine learning, coupled with proficiency in back-end development. The objective is to leverage this expertise to drive data-driven outcomes within a collaborative team environment.

EXPERIENCE

Data Scientist at Thrive
Feb 2023 - Present
- Led and mentored a team of Jr. Data Scientists, optimizing operational efficiency and fostering professional development.
- Achieved a 60% reduction in data processing time through streamlined ETL processes.
- Automated data labeling process, reducing labeling time by 80% using deep learning approach.
- Exceeded project target by 75% in business intelligence dashboard development for client.
- Developed RFM model for digital marketing activities using Python.
- Established data streamlined that utilized several ads platform API such as TikTok, Evadav, and many more.

Data Scientist / Python Backend Developer at FlavorWiki
Apr 2021 - Jan 2023
- Developed and implemented new analytic features within FlavorWiki's app, contributing to enhanced data-driven decision-making capabilities.
- Improved existing analytic features within FlavorWiki's app.
- Designed and executed a sensory analytic test from scratch using Python for a client app.
- Conceptualized and developed a customized business intelligence dashboard to optimize operational team performance, facilitating real-time monitoring and improving on-time delivery metric.

Data Scientist at Thrive
Aug 2017 - Apr 2021
- Automated manual data pipeline processes, ensuring real-time data availability for enhancing operational efficiency.
- Provided data science solutions for customer complaint analysis, facilitating informed decision-making for the client.
- Developed audience segmentation model, resulting in threefold improvement in digital marketing campaign performance.
- Built predictive data model for campaigns KPI and spending optimization.
- Designed and developed ad monitoring dashboard to ensure campaign monitoring activities.

Jr. Data Scientist at Dattabot
Aug 2016 - Aug 2017
- Conducted research on Named Entity Recognition using Hidden Markov Model.
- Collaborated with data engineers to fine-tune existing data models.

Data Analyst at Adstensity
Jan 2016 - Aug 2016
- Validated new data entries for database integrity and alignment.
- Analyzed TV ad monitoring data to provide actionable insights for clients.

EDUCATION

Universitas Islam Indonesia
Master of Informatic · GPA 3.97 · Feb 2020 - Feb 2022

Universitas Gadjah Mada
Bachelor Degree of Statistic · GPA 3.59 · Aug 2011 - May 2015

SKILL

Programming Language · Python, R, JavaScript
Database · MySQL, PostgreSQL, MongoDB
Data Visualization · Looker Studio, Power BI
Google · Analytics, Search Console, App Script

PUBLICATION

Comparative Study of Machine Learning Classification Model in Recommendation System for Undergraduate Study Program Selection
Jurnal RESTI (Rekayasa Sistem dan Informasi Teknologi) · Oct 24, 2021
DOI: https://doi.org/10.29207/resti.v5i5.3392

Analyzing Public's Reaction towards Black Lives Matter Campaign using Machine learning-based Approach through Spark
IOP Conference Series: Materials Science and Engineering
DOI: https://iopscience.iop.org/article/10.1088/1757-899X/1077/1/012005