RUSEVA ZULFIKAR ALIFNUR

Data Analyst Certified by IBM

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I'm a data analyst certified by IBM. My data analysis skills are EDA, Data Wrangling, Cohort Analysis, Funnel Analysis, Churn Analysis, and creating Dashboards. I can also do machine learning such as Regression, Classification, Clustering, and Recommender Systems. Finally, I highly recommend taking a look at some of the projects I've worked on in my portfolio.

Professional Experiences

Home Credit Indonesia - **Jakarta, Indonesia**   Okt 2022 – Nov 2022
Project-Based Intern : Data Scientist Virtual Internship Experience Home Credit Indonesia

- Finishing various task related with the activity of Data Scientist from Home Credit Indonesia, such as Data Analysis, Machine Learning Implementation, and Business Acumen.

Virtual Labs RevoU x Tokopedia - **Jakarta, Indonesia**   May 2022 – Sept 2022
Data Analytics Associate

- Create a KPI Dashboard for use by managers, VPs, and everyone in the company who needs to have a birds eye view of the business performance, whether on an operational or strategic level and make better decisions.
- Conduct customer segmentation in order to personalize the approach and define the marketing strategy better.
- Analyzing the funnel and evaluating the new features that are implemented as well as giving a success score to the improvements given.
- Exploratory Data Analysis refers to the critical process of performing initial investigations on data to discover patterns and to spot anomalies.

Education Level

GeekLurn – **Singapore, Asia**   Okt 2022 - Des 2022
Certificare in Data Science Architect Program

- Learning python for data analytics, statistics for data analytics, Power BI for fata analytics, and machine learning for data analytics.
- Predicting whether an expecting pregnant woman will deliver her baby through c-section or normal delivery.
- Analyzing the data based on a combination of dental features to predict the gender of the person.
- Building a machine learning model to perform focused digital marketing by predicting the potential customers who will convert from liability customers to asset customers.
- Identifying fraudulent credit card transactions so that customers are not charged for items they did not purchase.

Revou – **Jakarta, Indonesia**   Jan 2022 - Jun 2022
Certificate in Data Analyst, 91.03/100.00

- Learning fundamental data analytics, advanced SQL for data analytics, python for data analytics, and data visualization with tableau.
- Analyzing RFM segmentation to find power users and inactive users so that marketing power can be even more effective. In this project, our team use Python for analysis and using Tableau for visualization.

University of Jember - **Jember, Indonesia**   Aug 2017 - Feb 2021
Bachelor of Engineering, 3.80/4.00

- Strong in mathematics, statistics, and structural analysis.

Organisational Experience

Young Civil Engineer - **Indonesia**   Jan 2019 - Dec 2019
Leader

- Led over 80 members in planning and executing club events and meetings.
- Generated more than 400 participants in national competition and managed to raise funds as much as 60 million.

Skills

- **Analytics Tools**: Spreadsheet, SQL, Python (Library: Numpy, Pandas, SciPy, Matplotlib, Seaborn, Scikit Learn).
- **Visualization Tools**: Google Data Studio, Tableau, Power BI.
- **Data Analytics**: Exploratory Data Analysis, Data Wrangling, Cohort Analysis, Funnel Analysis, Churn Analysis, Create Dashboard.
- **Machine Learning**: Regression (Simple Linear, Multi Linear, Polynomial), Classification (K-Nearest Neighbors, Decision Trees, Logistic Regression, Support Vector Machines), Clustering (K-Means, Hierarchical, DBSCAN, RFM), Recommender System (Content Based, Collaborative Filtering).
- **Language**: TOEFL Score = 553 (By EFB). Speaking Level = Intermediate (By JB)
- **Certification by IBM**: Data Analysis Using Python, Data Science Methodologies, Data Visualization Using Python, Machine Learning with Python – Level 1, Statistics 101, Data Science Tools, Data Science Foundations – Level 1.