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Pelatihan Analisis Data

dengan Python (Rstudio)

PROPOSAL

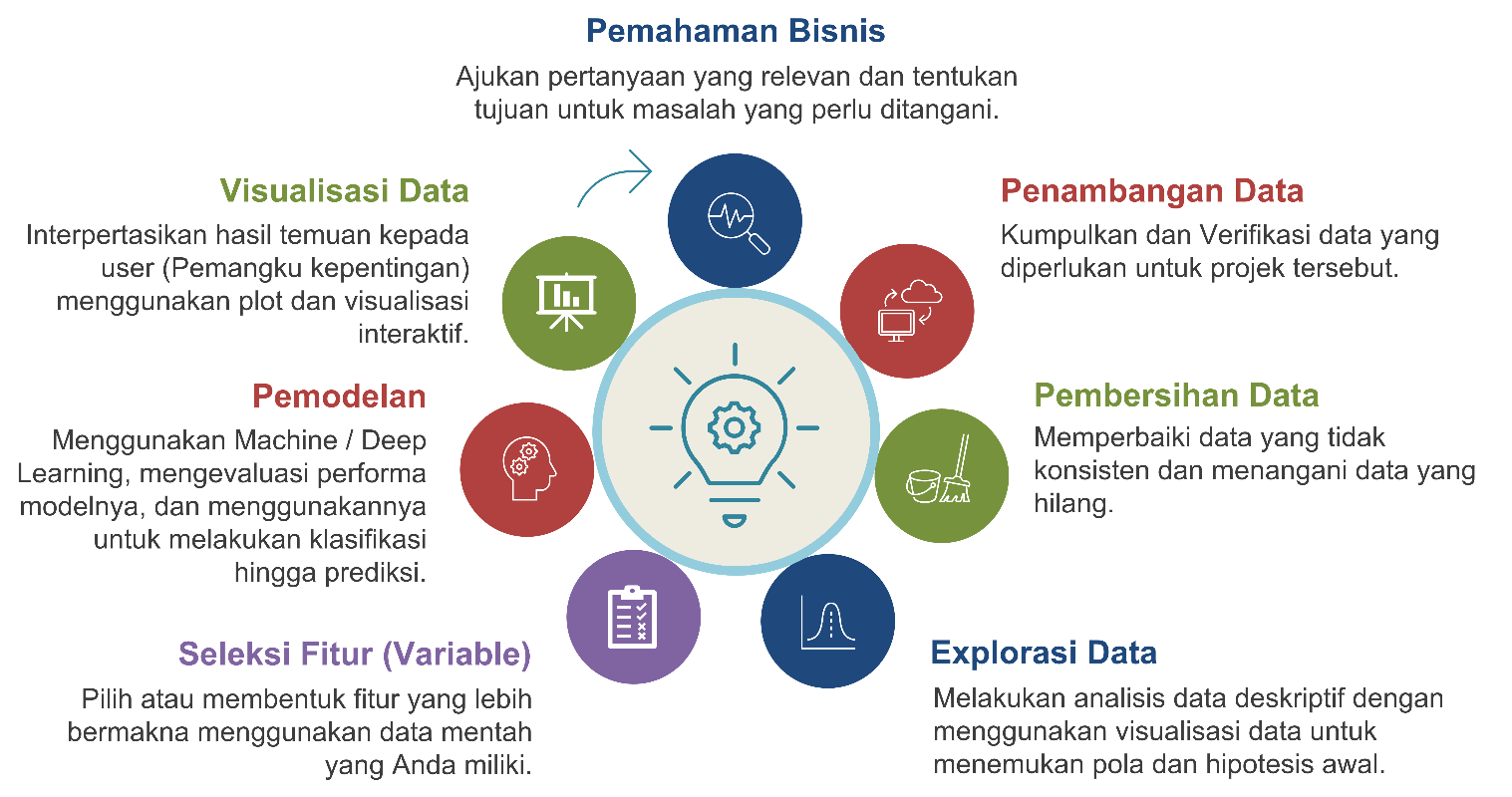
## Rencana Materi Pelatihan

### **Pendahuluan**

Peran ilmu analisis data dalam era digital dan *big data* seperti sekarang ini sangatlah penting karena begitu melimpahnya data yang kita produksi setiap hari, baik itu dari akun media social, belanja online, media online, transportasi online, youtube, game, perusahaan, dll. Data tersebut menyediakan informasi yang dapat menentukan keputusan penting dalam berbagai sektor industri. Misalnya saja, perusahaan pengiriman barang seperti di JNE dapat melakukan analisis data dari hal yang paling sederhana hingga kompleks;

* Jumlah transaksi yang dilakukan konsumen setiap hari, minggu, bulan, dan tahunan
* Berapa banyak pengiriman tepat waktu, cacat (hilang), dan pengiriman terlambat
* Rata-rata waktu yang dibutuhkan untuk melakukan pengiriman barang dari suatu daerah ke berbagai daerah
* Mengetahui daerah asal dan tujuan pengiriman terbanyak di seluruh Indonesia
* Pertumbuhan pengguna dari waktu ke waktu
* Jenis produk yang paling sering dikirimkan
* Mitra yang paling sering melakukan transaksi pengiriman barang
* Tren pertumbuhan customer, cost, dan profit perusahaan secara umum maupun parsial
* Analisis tingkat kepuasan pengguna
* Faktor yang mempengaruhi perpindahan pengguna ke competitor
* Dll.

Seluruh transaksi pengguna tersebut adalah data yang perlu dipelajari dan dianalisis. Kemudian, dapat diambil keputusan maupun kebijakan bisnis yang dinilai lebih menguntungkan bagi perusahaan seperti melakukan promo, penentuan harga, optimasi operasional pengiriman, dan lain-lain. Semakin akurat analisis data, semakin baik keputusan yang diambil, maka semakin besar profit perusahaan. Banyaknya data dan faktor yang harus dipertimbangkan dalam menganalisis data tidak mudah untuk dilakukan dengan menggunakan alat bantu klasisk seperti Excel. Tren saat ini, analis data biasanya dilakukan dengan bantuan teknologi pemrograman computer seperti R, Python, dan SQL karena dapat digunakan untuk data yang besar dan lebih fleksibel. Oleh karena itu, JNE melalui Departemen Learning & Development bermaksud untuk melakukan pengembangan sumber daya di Departemen Audit dan Manajemen Resiko dengan memberikan Pelatihan Analisis Data dengan menggunakan Bahasa pemrograman Python. Secara umum proses analisis data (sains data) diperlihatkan pada gambar 1:



Gambar 1. Siklus Analisis Data

Untuk mencapai hasil analis data yang baik seperti pada gambar 1 dibutuhkan pengetahuan dasar mengenai proses bisnis di suatu perusahaan dan kemampuan olah data yang cukup. Secara umum analisis data ini dapat dipartisi menjadi tiga bagian **(Beginner, Intermediate, dan, Advanced).** Berikut ini hanya dilampirkan materi yang dibutuhkan di level pemula.

### **Level Pemula (Beginner)**

### Materi pelatihan analisis data ini dapat dipelajari dengan menggunakan Python atau R. Pada level ini, materi akan dibagi menjadi 5 pertemuan, yaitu;

### **Pertemuan 1:** Instalasi & Pengenalan Dasar Python (Rstudio)

### Target Capaian Pelatihan:

### Memahami latar belakang

### Memahami ekosistem instalasi

### Memahami dan mengenal fitur-fitur dari Anaconda/Jupyter/Google Collab/Rstudio

### Memahami konsep variable dan tipe data

### Memahami penggunaan operator

### Memahami apa itu Data Structures

### Memahami konsep Code Structure

### **Pertemuan 2:** Pemrograman Python (Rstudio)

### Target Capaian Pelatihan:

### Menerapkan IF statement

### Menerapkan Loop untuk pengulangan tugas

### Menerapkan While statement untuk memproses data

### Membuat suatu Function

### **Pertemuan 3:** Persiapan Data

### Target Capaian Pelatihan:

### Impor Data

### Pembersihan Data

### Analisis Explorasi Data

### Eskpor Data

### **Pertemuan 4:** Visualisasi Data

### Target Capaian Pelatihan:

### Visuliasi Data Satu Variabel

### Visuliasi Data Dua Variabel

### Visuliasi Data Multi Variabel

### Visualisasi Data yang Interaktif

### **Pertemuan 5:** Studi Kasus

### Target Capaian Pelatihan:

### Analisis Regresi

### Analisis Segementasi (Algoritma K-means)

### Analisis Time Series

### **Catatan:** Durasi setiap kali pertemuan direncanakan 8 jam (seluruh rangkaian pertemuan tersebut). Jika dilakukan pelatihan ke tahap **intermediate** dan **advanced**, syllabus akan diuraikan (dilampirkan) kemudian.

### **Persiapan Pelatihan**

### Berikut ini adalah persyaratan sfesifikasi komputer yang harus digunakan oleh para peserta agar pelatihan dapat berjalan lancar:

### Minimum Operating System Windows 8 atau yang terbaru, 64-bit macOS 10.13+, or Linux, including Ubuntu, RedHat, CentOS 7+, dll.

### Ruang disk minimal 5 GB

### Kecepatan internet stabil

### **Instalasi Anaconda**

### Anaconda dapat diinstal pada berbagai operating system. Dalam pelatihan ini direkomendasikan menggunakan Windows untuk memastikan keseregaman proses penggunaan Python tersebut. Langkah instalasi Python di Windows sbb:

* Kunjungi [download page Anaconda](https://www.continuum.io/downloads)
* Pilih installer yang sesuai dengan platform anda (Windows)
* Buka folder Unduhan Anda dan klik dua kali penginstal untuk meluncurkan. Untuk mencegah kesalahan izin, jangan luncurkan penginstal dari folder Favorit.
* Klik **Next**
* Baca persyaratan lisensi dan klik **I Agree.**
* Anda disarankan memilih list **Just Me**, untuk menginstal Anaconda Distribution hanya ke akun pengguna saat ini. Jika anda memilih **All Users,** itu artinya anda akan menginstal program untuk semua akun pengguna di computer.
* Klik **Next**
* Pilih folder tujuan untuk menginstal Anaconda dan klik Next. Instal Anaconda ke jalur direktori yang tidak berisi spasi atau karakter unicode.
* Pilih apakah akan menambahkan Anaconda ke variabel lingkungan PATH Anda atau mendaftarkan Anaconda sebagai Python default Anda. Sangat tidak sarankan menambahkan Anaconda ke folder lingkungan PATH Anda, karena ini dapat mengganggu perangkat lunak lain. Kecuali Anda berencana untuk menginstal dan menjalankan beberapa versi Anaconda atau beberapa versi Python, terima default dan biarkan kotak ini dicentang.
* Klik **Install**.
* Jika Anda ingin melihat paket yang diinstal Anaconda, klik **Show Details**.
* Klik **Next dan** tunggu sampai instalasi selesai.
* Jika Anda ingin membaca lebih lanjut tentang Anaconda.org dan bagaimana memulai dengan Anaconda, centang kotak “Anaconda Distribution Tutorial” dan “Learn more about Anaconda”. Klik tombol **Finish**.

**Catatan:** Instrusksi Instalasi Python di Youtube Klik [Disini](https://www.youtube.com/watch?v=qs43taEzepc&ab_channel=AutoDidak). Jika peserta belum melak instalasi (gagal) maka akan dibantu install pada pertemuan pertama.

### **Instalasi Rstudio**

### Jika ingin instalasi Rstudio secara mandir dapat mengikutinya di [link ini](https://ngodingdata.com/cara-instalasi-r-dan-rstudio/), atau melalui youtube [disini](https://www.youtube.com/watch?v=3Bu0bIobDZs&ab_channel=TheTamaEleven).

### **Fasilitas Pelatihan**

### Instruktur Berpengalaman di Bidang Sains Data

### Pelatihan 5 hari (8 Jam Per-pertemuan)

### Modul Pelatihan (E-Book)

### Sertifikat Kehadiran

### Sertifikat Kompentensi (Sains Data Pemula)

### **Syarat Peserta Pelatihan**

### Laptop yang sudah ter-install Anaconda (Rstudio)

### Sudah terbiasa dengan data, minimal menggunakan Ms. Excel

### Berkemauan untuk belajar Koding

### **Investasi Pelatihan (RP. 25.000.000)**

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confidence](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEASABIAAD/4TU8RXhpZgAATU0AKgAAAAgADQALAAIAAAAmAAAItgEPAAIAAAAHAAAI3AEQAAIAAAANAAAI5AESAAMAAAABAAEAAAEaAAUAAAABAAAI8gEbAAUAAAABAAAI+gEoAAMAAAABAAIAAAExAAIAAAAmAAAJAgEyAAIAAAAUAAAJKAITAAMAAAABAAEAAIdpAAQAAAABAAAJPIglAAQAAAABAAATbOocAAcAAAgMAAAAqgAAFEwc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAFdpbmRvd3MgUGhvdG8gRWRpdG9yIDEwLjAuMTAwMTEuMTYzODQAWGlhb21pAABSZWRtaSBOb3RlIDcAAAAAAEgAAAABAAAASAAAAAFXaW5kb3dzIFBob3RvIEVkaXRvciAxMC4wLjEwMDExLjE2Mzg0ADIwMTk6MTE6MDggMTU6MjY6NTcAAB+CmgAFAAAAAQAAEsKCnQAFAAAAAQAAEsqIIgADAAAAAQAAAACIJwADAAAAAQDIAACIlQADAAAAAQAAAACQAAAHAAAABDAyMjCQAwACAAAAFAAAEtKQBAACAAAAFAAAEuaRAQAHAAAABAECAwCSAQAKAAAAAQAAEvqSAgAFAAAAAQAAEwKSAwAKAAAAAQAAEwqSBwADAAAAAQACAACSCQADAAAAAQAQAACSCgAFAAAAAQAAExKSkAACAAAABwAAExqSkQACAAAABwAAEyKSkgACAAAABwAAEyqZmQACAAAAJgAAEzKgAAAHAAAABDAxMDCgAQADAAAAAQABAACgAgAEAAAAAQAAD6CgAwAEAAAAAQAAC7igBQAEAAAAAQAAE1iiFwADAAAAAQAAAACjAQAHAAAAAQEAAACkAgADAAAAAQAAAACkAwADAAAAAQAAAACkBQADAAAAAQAAAACkBgADAAAAAQAAAADqHAAHAAAIDAAACrYAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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Instruktur**

Bakti Siregar seorang lulusan Magister Sains dari departemen matematika terapan di National Sun Yat-Sen University (Taiwan). Beliau adalah seorang Data Scientist profesional yang memiliki Kompetensi tidak dapat diragukan lagi dalam hal pengolahan data dengan menggukan SQL dan bahasa pemrograman Python/Rstudio. Lebih dari pada itu, Dia juga akrab dalam memproses Big Data seperti pengenalan distributed computing, NoSQL Database, Hadoop, Spark dan lainnya. Dalam hal visualisasi data, Bakti Siregar mampu menginterpretasikan data dengan sangat baik menggunakan Tableau maupun Power BI.

Berikut ini beberapa pengalaman Bakti Siregar terkait Sains Data:

1. Masih aktif sebagai Dosen di Prodi Statistika Univesitas Matana konsetarasi Sains Data. Materi kuliah yang diampu; Algoritma dan Struktur Data, Sistem Basis Data, Machine Learning, Visualisasi Data, Statistik Komputasi, Sains Data, Optimasi, Kalkulus, Ekonometrika, Matematika Bisnis, Statistik Bisnis, dan banyak lagi.
2. Pernah menjadi salah Instruktur di Ruang Guru, Mengajar dan Mentoring di bidang Business Data Analytics.
3. Sudah pernah menjadi pembicara di bidang Sains Data di UPH, Auxano, dan PKM ke beberapa Sekolah di Tangengrang.
4. Mendapat Hibah dikti untuk melakukan olah data terkait kebijakan pemerintah mengenai program Merdeka Belajar Kampus Merdeka (MBKM)

Beberapa project beliau dapat dilihat di link berikut: [Rpubs](https://rpubs.com/dsciencelabs), [Github](https://github.com/dsciencelabs), [Website](https://dsciencelabs.github.io/web/index.html), dan [Kaggle](https://www.kaggle.com/baktisiregar/code). Selain itu, beliau juga sudah publikasikan dua buku terkait sains data yang dapat di akses secara online; [Data Science for Beginners Part 1 (bookdown.org)](https://bookdown.org/BaktiSiregar/data-science-for-beginners/)dan [Data Science for Beginners Part 2 (bookdown.org)](https://bookdown.org/BaktiSiregar/data-science-for-beginners-part-2/).