

SANDY SAPUTRA SYAM

DATA ANALYST

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SUMMARY

A graduate of TripleTen Bootcamp Indonesia and an Entry-Level Data Analyst with experience in collecting, organizing, and analyzing data using Excel, Python, and SQL. Able to create data visualizations and present analysis results in an easily understandable and engaging manner. Present data storytelling and conduct analysis to support data-driven business decision-making.

EDUCATION

Bootcamp, Data Analyst
TripleTen Indonesia
November 2022 - Juli 2023

Bachelor, System Information
STIMIK Professional Makassar
September 2013 - Juni 2017

PROJECT

1. LOYALTY PROGRAM ANALYSIS IN RETAIL STORE

- Assess changes in average purchase size for each cohort for loyalty program members/non-members, this analysis aims to assess the changes in the average purchase size for each cohort, differentiating between loyalty program members and non-members.
- Assess purchase frequency for loyalty program members/non-members, by examining the transactional data of these two customer.
- Test the hypothesis that the average purchase size is higher for loyalty program members than for non-members, by comparing the transactional data of both customer groups, we can calculate their respective average purchase sizes.
- Provide conclusions from the results of data analysis.
- Provide solutions or suggestions based on the results of the analysis.

2. CUSTOMER PROFILE ANALYSIS AND CUSTOMER RETENTION STRATEGY

- Predict the probability churn (for the following month) for each customer, using historical customer data, including past behavior, interactions, and demographic information, we will employ predictive modeling techniques such as logistic regression, decision trees, or machine learning algorithms to build a churn prediction model.
- Create user segmentation by selecting the most dominant group and describing its main features.
- Analyze the most influencing factors churn, find correlations between various customer attributes and their decision to churn.
- Conclusions and provide recommendations on how to improve customer service.

3. VISUALIZATION VIDEO ADVERTISEMENTS TREND WITH TABLEAU

- Create a trend-by-week history visualization, this visualization will allow us to observe patterns, trends, and fluctuations that occurred on a weekly basis.
- Trend history by region, by collecting historical data for the chosen metric in each region over a certain period, we can identify trends and patterns unique to each geographic area.
- Highlight table by trend category, the highlight table will enable easy identification and comparison of data points within each trend category, facilitating quick insights and analysis.
- Make presentations on historical trends, create presentations that showcase historical trends in a visually engaging and informative manner. The presentations will be designed to effectively communicate patterns, changes, and insights related to specific metrics or key performance indicators over a given time period.

SKILL

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|----------------------|------------|--------------|
| • PYTHON | • POWER BI | • MATPLOTLIB |
| • SQL | • TABLEU | • SEABORN |
| • VISUAL STUDIO CODE | • PANDAS | • PLOTLY |
| • JUPITER NOTEBOOK | • NUMPY | • SKLEARN |