

## Shella Valensia Sitanaya

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I am a detail-oriented Business Information Systems student with strong skills in Python, SQL, and Excel, while actively developing my skills in Power BI for dashboards and business reporting. Through projects and competitions, I have gained experience in predictive analytics, logistics optimization, and statistical analysis. With both technical expertise and organizational leadership experience, I am eager to contribute to data-driven decision-making at Samator Group while continuously expanding my expertise in analytics and business intelligence.

### EDUCATION

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#### **Business Information System Student - (Petra Christian University)** (2023) - (Now)

- Current GPA: 3,94/4.00
- Relevant coursework: Business Intelligence, Design Analysis of Information Systems, Artificial Intelligence & Machine Learning, Business Process Analysis, Multi Criteria Decision Making, Statistics.

#### **High School Diploma – (High School 1 Ambon)** (2020) – (2023)

- Majoring in Natural Sciences.

### PROJECTS

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#### **Predictive Maintenance for Paving Machines - FACT Program - [Access repository here](#)** (Jan, 2025)

*Tech stack: Pandas, Matplotlib, NumPy, Streamlit, Seaborn*

- Achieved **3rd place** in Freshmore Asian Cross-Curricular Trip Hackathon
- Built a machine learning model to forecast paving machine failures, reducing potential downtime
- Designed an interactive Streamlit dashboard for real-time monitoring and decision-making

#### **Genetic Algorithms for Logistics Optimization - [Access details here](#)** (April, 2025)

*Tech stack: Python, Matplotlib*

- Developed a logistics optimization system using Genetic Algorithms to solve Vehicle Routing Problems (VRP) and reduce operational costs
- Improved route efficiency and profit maximization by implementing key GA components (chromosome design, tournament selection, crossover, mutation)

#### **Car Price Prediction Model - [Access notebook here](#)** (Jan, 2025)

*Tech stack: Python, Scikit-learn, Pandas, XGBoost, Matplotlib*

- Built a ML process for car price prediction, including data preparation, feature engineering, and model training
- Optimized model performance with K-Fold Cross-Validation, where XGBoost achieved the lowest MAE

#### **Statistical Analysis Project: Obesity Risk Factors - [Access notebook here](#)** (June, 2024)

*Tech stack: Python, Pandas, NumPy, Matplotlib, Seaborn, SciPy*

- Executed EDA on obesity dataset, generating visualizations (histograms, heatmaps) to identify key patterns.
- Applied statistical hypothesis testing (ANOVA, Chi-Square) to validate significant risk factors (family history, diet, physical activity).

#### **Smart CV Analyzer & Optimizer - [Access details here](#)** (Ongoing, Sept 2025)

*Tech stack: React, Flask, OCR, NLP*

- Developing an AI-powered recruitment platform to streamline CV screening, candidate ranking, and centralized dashboards
- Implementing a job-seeker module that provides keyword scoring and real-time recommendations to optimize CVs for ATS selection.

### COMMITTEE EXPERIENCES

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#### **Head of Life Enrichment 13 2024 - [Access social media here](#)** (August, 2024) – (November, 2024)

*Soft Skills: Leadership, Public Speaking, Strategic Planning, Team Management*

- Led a team of 70+ members to organize a university-wide event attended by 1,200+ freshmen
- Designed the event's core concept on self-worth and personal growth, integrating activities, discussions, and performances
- Oversaw the full event cycle from strategic planning to execution

#### **Vice Coordinator of Event Division, Welcome Grateful Generation 2025** (January, 2025) – (July, 2025)

*Soft Skills: Leadership, Communication, Adaptability, Supervision, Event Planning*

- Supervised 20+ members in delivering the annual orientation program for 1,000+ new students
- Coordinated across 8 divisions to ensure clear communication and smooth event execution
- [Access social media here](#)

**Member of IT Division, Battle of Minds 2023**

(May, 2023) - (June, 2023)

**Tech Stack: HTML, CSS, JavaScript, Bootstrap**

- Battle of Minds (BOM) is a logic and mathematics competition for high school students, aiming to challenge and enhance their analytical thinking skills
- Developed registration forms and competition phase tracking section to manage participant progress throughout the event

**Member of IT Division, TKMDII 2025**

(May, 2025) - (August, 2025)

**Tech Stack: HTML, CSS, Laravel**

- Built the official landing page, providing a clean and user-friendly hub for event information
- [Access website here](#)

**ORGANIZATIONAL EXPERIENCES**

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**Vice Head of HIMAINFRA 2025/2026**

(August, 2025) - (Now)

- Directed two divisions (Creative & Branding, Information Systems), leading 37 members serving 600+ Informatics students
- Ensured strategic alignment and cross-divisional collaboration to achieve organizational goals

**Information System Division Member, BEM 2024/2025**

(August, 2024) - (July, 2025)

- Led the development of the BEM Petra Store, the official e-commerce platform used by 4,000+ students and 20+ campus events. [Access website here](#)
- Built an admin website for internship schedule management, streamlining administrative workflows
- Developed an API-driven system to automate monthly event updates on the main website. [Access website here](#)

**Information Technology Division Member, PERS MAHASISWA 2023/2024**

(August, 2023) - (July, 2024)

- Designed and developed a centralized portal for media coverage requests, improving organizational workflow
- Implemented the front-end for Web Photostory Vol. 10, a digital multimedia storytelling platform
- Provided community support through the official LINE account, ensuring timely responses to inquiries

**VOLUNTEERING EXPERIENCES**

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**Tutor, Bojapro Coding School**

(Dec, 2024) – (March, 2025)

**Soft Skills: Adaptability, Creative Lesson Planning, Patience, Empathy**

- Taught fundamental coding (Scratch, Python) and computational logic to students aged 5-17
- Designed and delivered interactive, creative lesson plans that increased student engagement and problem-solving abilities

**HONORS & AWARDS**

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**Jatim Datathon Finalist (Top 8 Team) - [Access detail here](#)**

(Sept, 2025)

- Analyzed critical issues in the current farmer insurance system (AUTP), such as unfair premiums and a significant drop in participation
- Developed a data-driven solution by creating a formula to calculate a risk score for each district based on historical data of floods, droughts, and pest attacks.

**SKILLS**

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**Language:** Bahasa Indonesia (native), English (proficient)**Technical Proficiencies:**

- Data & Analytics: Python (Pandas, NumPy, Scikit-learn), SQL, Excel, Power BI, Streamlit, Statistical Analysis (SciPy), Data Visualization, Predictive Modeling
- Web & Programming: Laravel, HTML, Java, JavaScript, Tailwind CSS, Git
- Design & Analysis: UI/UX Research, Systems Analysis, Business Process Modeling

**Interpersonal Skills:** Analytical Thinking, Communication, Leadership, Team Management