

PETRIK SIANO OKTA PRIMA LESMANA

Address: Semarang, Indonesia | Portfolio: [GitHub](#)
LinkedIn: [Petrik Siano](#) | Phone: [087730690860](#) | Email: petriksiano24@gmail.com

EDUCATION

Diponegoro University
Bachelor of Science (Major in Oceanography)
Cumulative GPA: 3.85/4.0
Thesis: The Effect of El Nino Southern Oscillation on Upwelling Intensity in Northern Papua Waters

Semarang
August 2019 – June 2023

EXPERIENCE

GAOTek Inc.
Business Development

Ontario
November 2023 – December 2023

- Orchestrated identification and recording of over 10 high-quality business opportunities in the CRM system with a 50% conversion rate among highly interested prospects.
- Engineered lead generation campaigns across diverse industries, capturing genuine interest from potential customers in manufacturing, healthcare, construction, oil and gas, and mining in Saudi Arabia.
- Spearheaded the establishment of strategic partnerships by researching prospective products in several e-commerce platforms, identifying more than 10 potential products daily.

PT. Indobit Digital Raya (Bitlabs Academy)
Data Analytics for Business

Tangerang
February 2023 – June 2023

- Designed business insight into 3 fintech companies through data analysis, including Exploratory Data Analysis (EDA), data cleansing, data visualization, and data dashboarding.
- Executed business analysis from databases with design thinking, storytelling, and business presentations using 3 methods: user journey maps, data product canvas, and business flow.
- Accomplished project-based learning in 4 e-commerce companies using data analytics stacks like SQL, Python, and Looker Studio to gain insight.

COURSE

Course-Net Indonesia
Data Scence with R

Jakarta
September 2023

- Strengthened foundational knowledge in data analysis, data science, artificial intelligence, machine learning, and statistical modeling.
- Acquired practical experience implementing classification algorithms: decision trees, random forests, SVM, and KNN to address real-world problems.
- Implemented cross-validation in RStudio to optimize model performance by fine-tuning hyperparameters.

ORGANIZATION

Ikatan Mahasiswa Studi Offshore (IMSO) Indonesia
Human Resources and Development

Semarang
March 2021 – February 2022

- Achieved 90% completion of IMSO associates, executives, and alumni databases, strengthening internal and external data resources.
- Organized the Petroleum Camp (PETROCAMP) sponsored by Premier Oil and ExxonMobil, with an attendance of over 100 participants.

Surveyor of Ocean Area (SONAR) Universitas Diponegoro
Partnership

Semarang
February 2021 – January 2022

- Encouraged over 20 participants to join a SONAR Instrument Fair (SONFAIR) through effective online and offline influence.
- Fostered relationships by organizing roadshows at 2 universities in Indonesia, attended by survey organizations to facilitate meaningful engagement.

SKILLS

- Data Analysis: SQL, Python, Tableau, IDL, R, IBM SPSS Statistics, Spreadsheet
- Data Dashboarding: Looker Studio, Google Data Studio, Tableau Desktop, Microsoft Power BI
- Spatial Analysis: ArcGIS, SeaDAS, Google Earth
- Microsoft Office: Word, Excel, Powerpoint, Outlook

PROJECT

- Account Segmentation of Partner Ledger (2023)
- Customer Behaviour for E-Commerce Conversion (2023)
- Cost-Effectiveness Analysis of Employee Payroll Scheme (2023)
- Segmentation Customer with RFM (Recency, Frequency, and Monetary) Analysis (2023)