Portfolio

VINCENT KARUNIA
Information Systems Student | Data & Tech Enthusiast

Get To Know Me

I’m an Information Systems student specializing in Data Analytics and Business Intelligence. My primary focus is transforming complex data into actionable insights using SQL and BI tools. I also leverage my technical background in Web Development (Laravel) and Python to build comprehensive data-driven solutions.

Let's Connect!

(+62) 838-0882-5855

vinckarunia@gmail.com

Vincent Karunia

vinckarunia

EXPERIENCE

Church Member Database Management Website Development Team Member | GKI Raya Hankam 2025-present
Developing a CRM-based website for monitoring and managing congregation member data at GKI Raya Hankam.

Publication and Documentation Team Member | UKRIDA E-sports Student Creativity Unit 2024-2025
Create and design creative visual designs in the form of Instagram feeds, stories, and reels for events in accordance with the organization's work program.

EDUCATION

Krida Wacana Christian University | Faculty of Smart Technology | Information System Program 2023-present
GPA: 3.89/4.00 (5th Semester)

Tools

What I've explored so far...

DATA VISUALIZATION & ANALYSIS

Tableau
Power BI
Metabase
MS Excel

DATABASE & WEB DEVELOPMENT

MySQL
PostgreSQL
Laravel
PHP
HTML + CSS + JS
Python
Postman

WORKFLOW

Git & GitHub
Notion

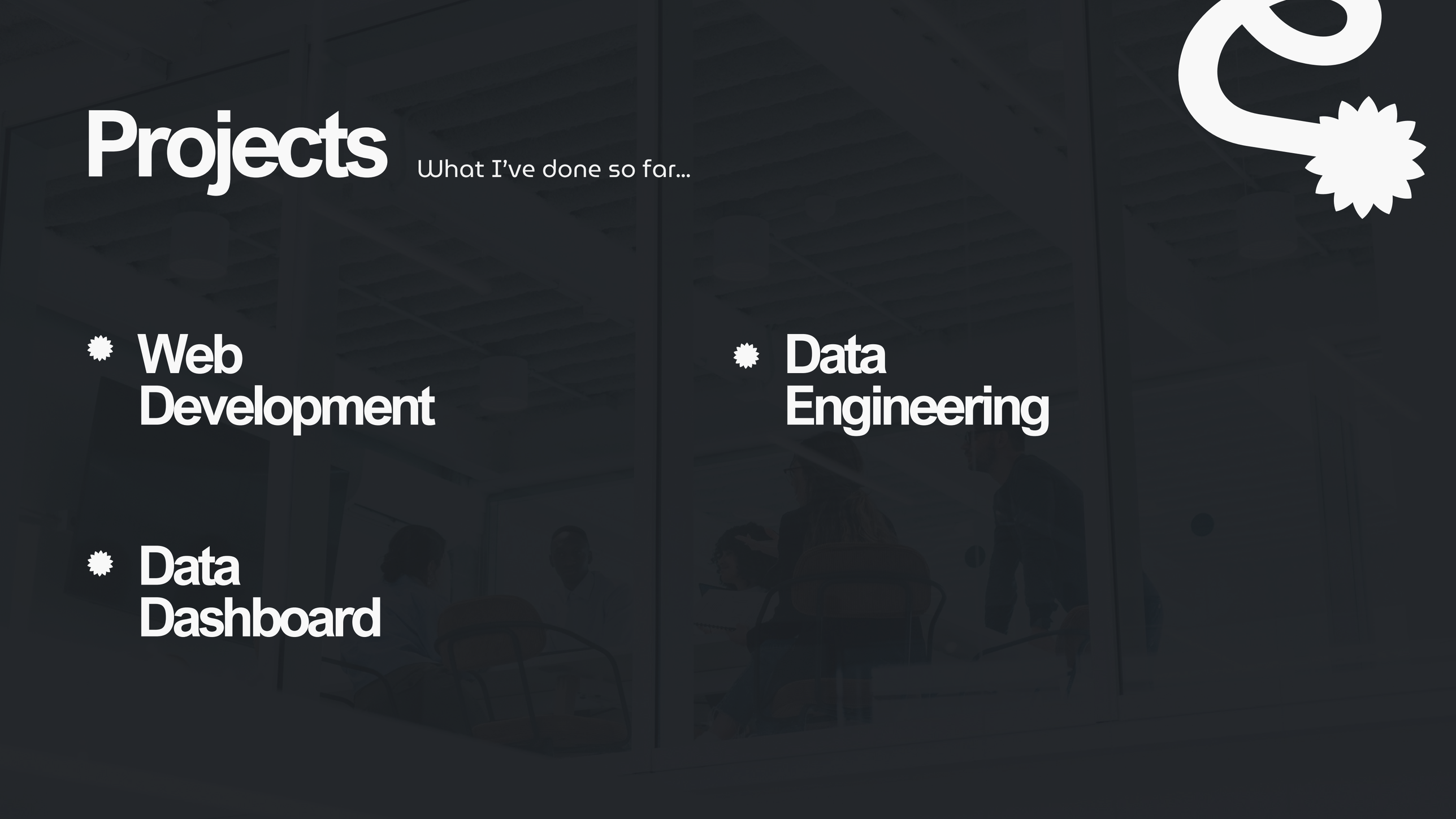
OTHER TOOLS

Figma
Canva
Capcut
and many more...

Projects

What I've done so far...

- Web Development
- Data Engineering
- Data Dashboard



GKI Raya Hankam Membership Database

A comprehensive CRM system built with PHP (ChurchCRM Based) to manage 3000+ congregation data.

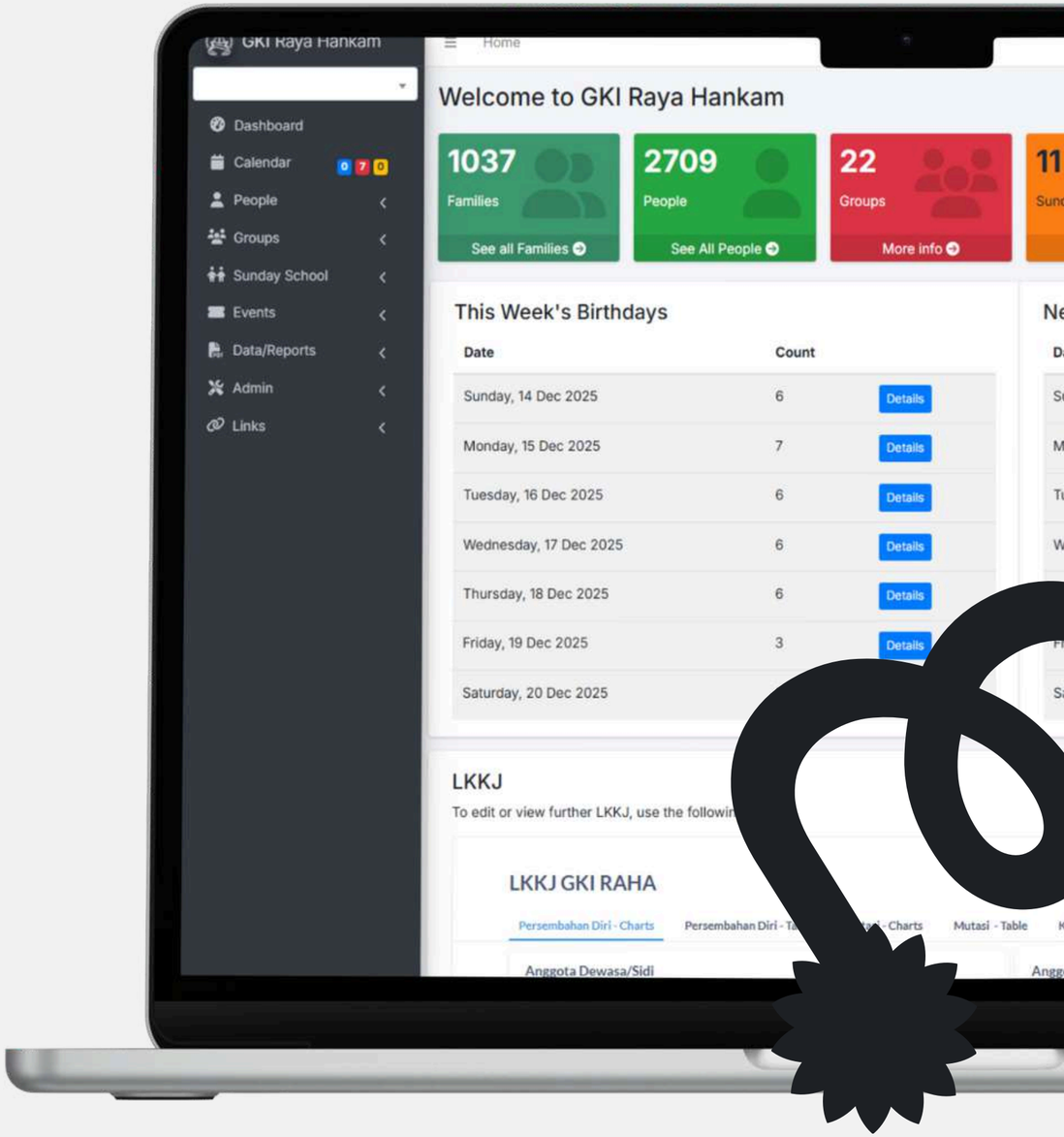
Key Features

- Centralized Data Management.
- Real-time Demographic Statistics.
- Secure Role-Based Access Control.
- QR-Based Event Check-in.

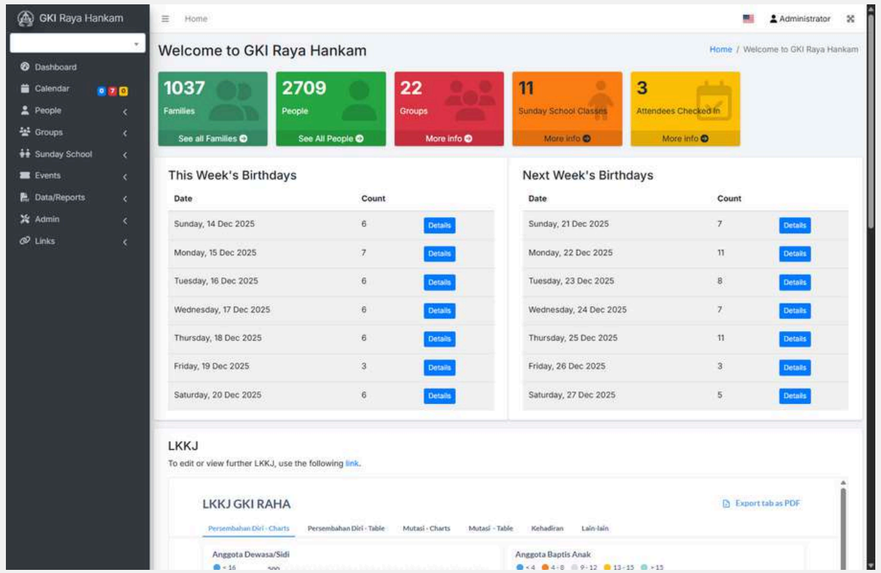
Tools Used

MySQL PHP

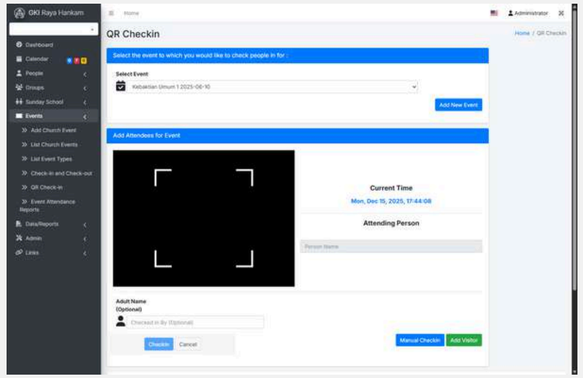
Web Development



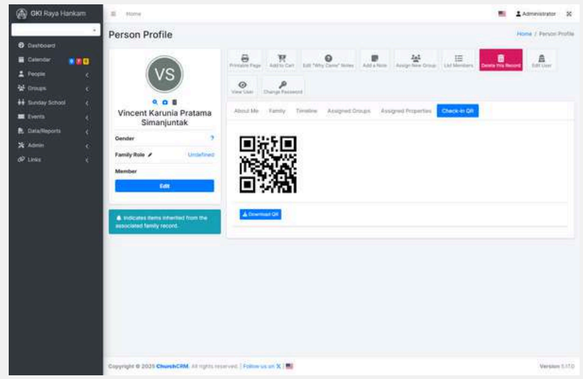
The Snapshots



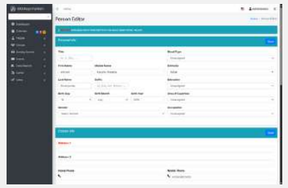
Main Dashboard

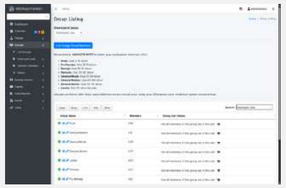


QR-Based Check-in



Person Management





and many more...

More Details [The Site] [The Code]

Web Development

Web Development

5th Apparel

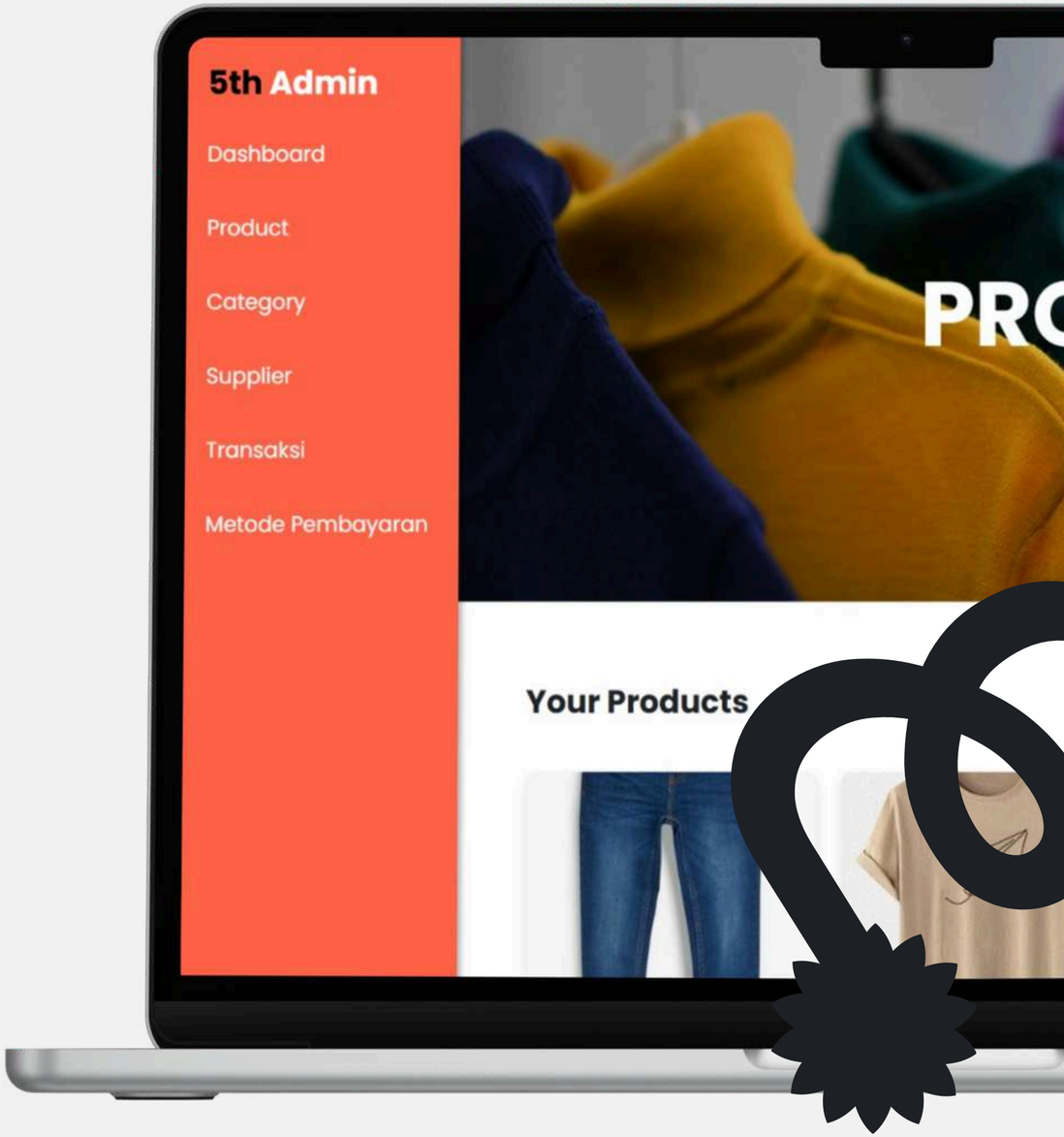
A functional web-based e-commerce platform built with Laravel, featuring a clear distinction between an Administrative dashboard for inventory management and a user-friendly interface for customers.

Role

Technical Project Lead & Backend Developer

Tools Used

Laravel MySQL Postman



Web Development

Key Contributions

- **Team Leadership:** Directed team tasks and synchronized Admin-User modules to ensure on-time delivery.
- **Backend Architecture:** Designed relational database schemas and implemented core backend logic using Laravel MVC.
- **Key Features:** Developed a secure Admin CRUD (Product & Payment) and a session-based Shopping Cart for users.
- **Technical Optimization:** Managed authentication handling, automated transaction emails (SMTP), and optimized queries for better performance.

```php
Schema::create('products', function (Blueprint $table) {
            $table->id();
            $table->foreignId('category_product_id')->nullable()->index();
            $table->foreignId('supplier_id')->nullable()->index();
            $table->string('image');
            $table->string('title');
            $table->text('description');
            $table->decimal('price');
            $table->integer('discount')->default(0);
            $table->integer('stock')->default(0);
            $table->timestamps();
        });
```

```php
public function get_product(){
        //get all products
        $sql = $this->select("products.category_product_id",
                    "products.image",
                    "products.title",
                    "products.description",
                    "products.price",
                    "products.stock",
                    "products.discount",
                    "category_product.product_category_name as product_category_name",
                    "suppliers.nama_supplier as nama_supplier",
                    DB::raw("products.price * (1 - (products.discount / 100)) as final_price"))
                ->join('category_product', 'category_product.id', '=', 'products.category_product_id')
                ->join('suppliers', 'suppliers.id', '=', 'products.supplier_id');

        return $sql;
    }
```

Data Dashboard

Congregation data visualization dashboard with Metabase integrated with CRM database.

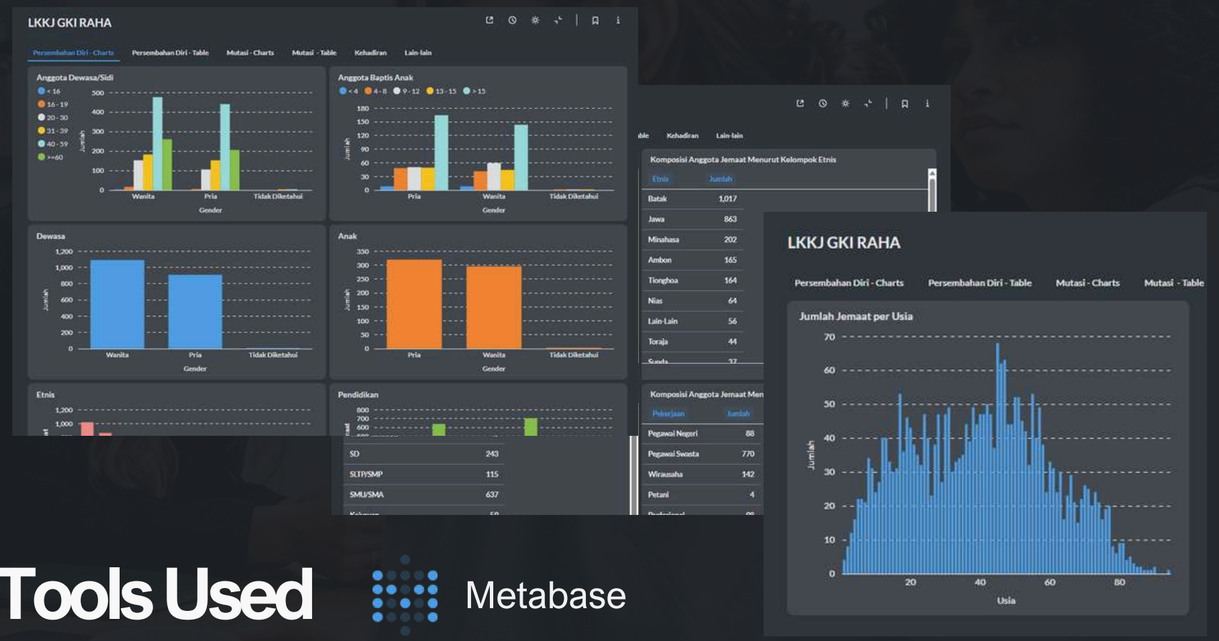
The Problem

Church stakeholders struggled with manual Excel reports to track growing number of members

The Solution

Integrated Metabase with the live database to visualize trends instantly

Some Snapshots



Tools Used

Metabase

Data Dashboard

Tools Used

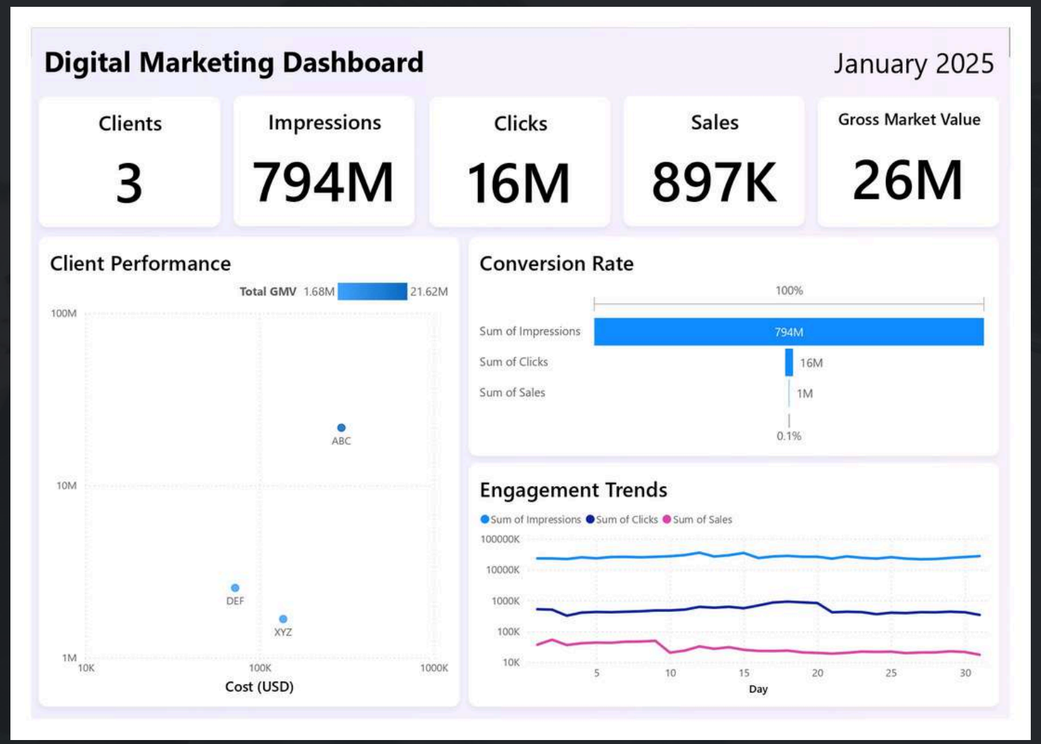
Developed an interactive dashboard to monitor ad spend efficiency and conversion effectiveness across multiple e-commerce advertising accounts.

Efficiency Mapping

Engineered scatter plot visualizations to analyze the correlation between Cost and GMV, providing a standardized view of ROAS performance.

Funnel Analysis

Visualized the end-to-end user journey to pinpoint conversion bottlenecks, identifying critical drops in Click-Through Rates (CTR) for low-performing segments.



Data Dashboard

Tools Used

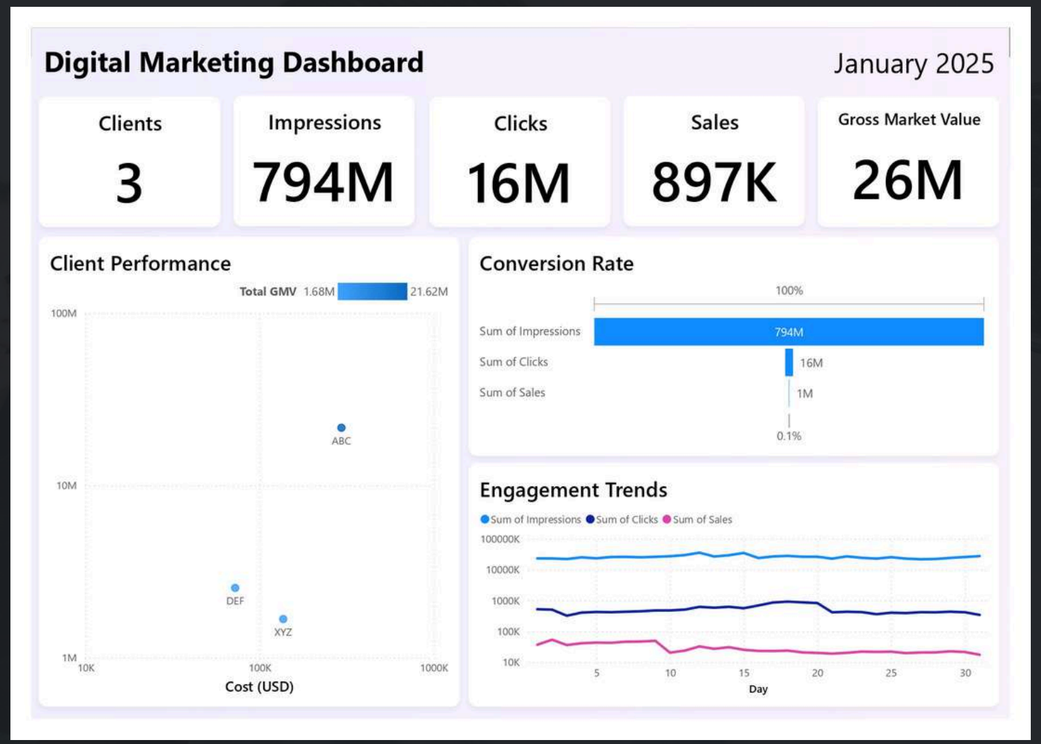
Developed an interactive dashboard to monitor ad spend efficiency and conversion effectiveness across multiple e-commerce advertising accounts.

Trend Detection

Leveraged daily engagement line charts to detect performance anomalies and seasonal fluctuations in user activity.

Strategic Optimization

Translated complex datasets into actionable growth strategies, focusing on creative overhauls and A/B testing to maximize advertising ROI.



Data Engineering

Data Scraping

Scraping review data from Google Play Store

```python
from google_play_scraper import reviews, Sort

package_name = "id.dana"

all_reviews, _ = reviews(
    package_name,
    lang='id',
    country='id',
    sort=Sort.NEWEST,
    count=10000
)

path_file = './reviews.txt'

with open(path_file, 'w', encoding='utf-8') as f:
    for r in all_reviews:
        line = f"{r['score']} ⭐ - {r['content']}\n"
        f.write(line)

print(f"Berhasil mengambil {len(all_reviews)} review.")
```

Tools Used: Python

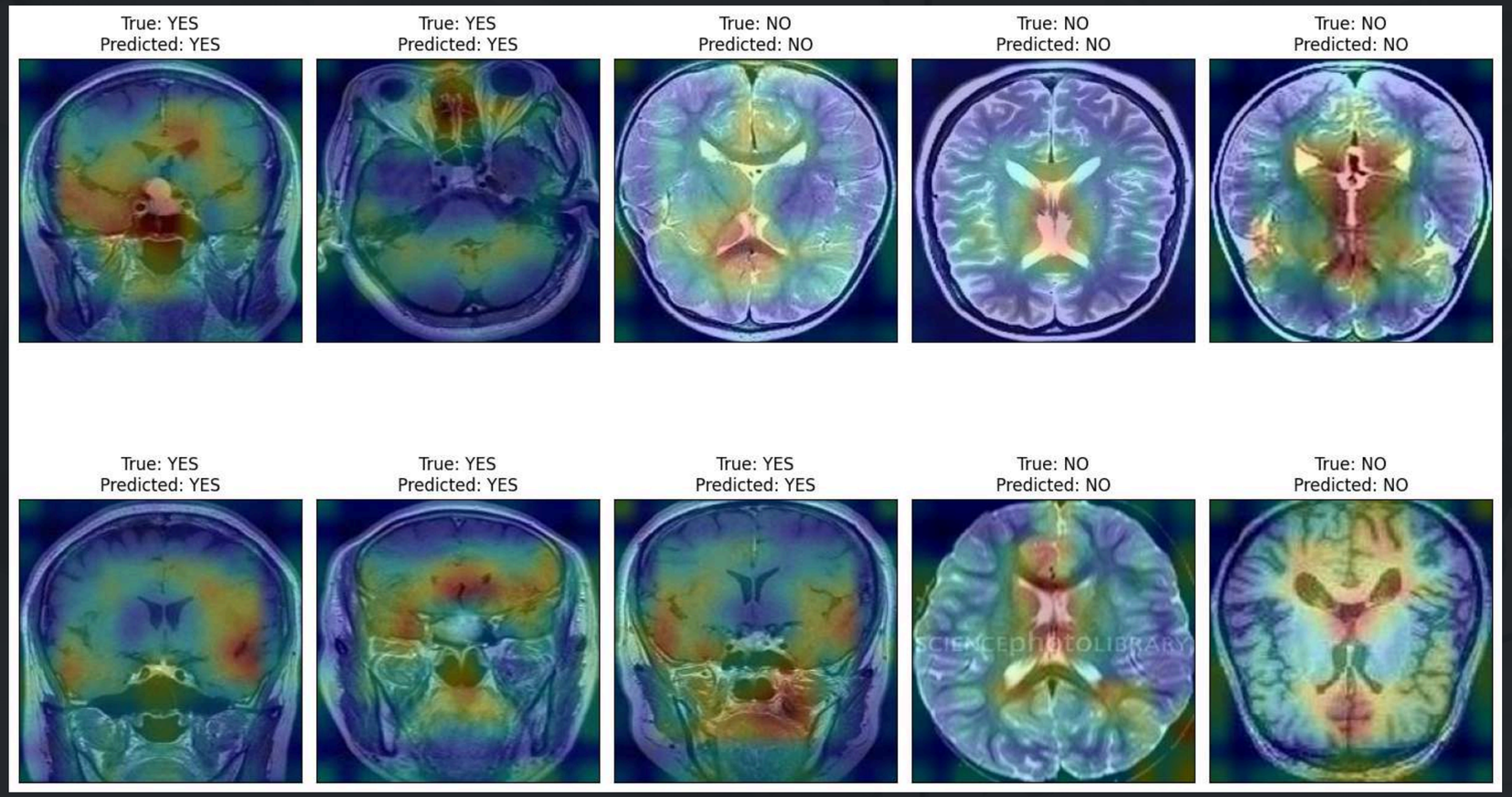
Data Cleaning

Superstore sales dataset cleaning

```python
import pandas as pd
import re
from datetime import datetime

df = pd.read_csv("dataset_kotor.csv")

def clean_pendapatan(val):
    if pd.isna(val):
        return None
    val = str(val).lower().strip()
    val = val.replace("rp", "").replace("idr", "").replace("jt", "000000")
    val = re.sub(r"[^\d]", "", val)
    return int(val) if val.isdigit() else None

def clean_tanggal(val):
    if pd.isna(val):
        return None
    for fmt in ("%m/%d/%Y", "%m/%d/%y", "%d-%b-%y", "%d.%m.%Y", "%d/%m/%Y", "%Y-%m-%d"):
        try:
            return datetime.strptime(val, fmt).strftime("%d-%m-%Y")
        except:
            continue
    try:
        return pd.to_datetime(val, errors="coerce").strftime("%d-%m-%Y")
    except:
        return None

text_to_num = {
    "seratus lima puluh": 150,
    "tiga ratus": 300
}

def clean_jumlah(val):
    if pd.isna(val):
        return None
    val = str(val).lower().replace(",", "").strip()
    if val in text_to_num:
        return text_to_num[val]
    if val.isdigit():
        return int(val)
    return pd.to_numeric(val, errors="coerce")

def format_rupiah(val):
    return f"Rp {val:,.0f}".replace(",", ".") if pd.notna(val) else None

df["Pendapatan"] = df["Pendapatan"].apply(clean_pendapatan)
df["Tanggal_Tr"] = df["Tanggal_Tr"].apply(clean_tanggal)
df["Kategori"] = df["Kategori"].str.title().str.strip()
df["Jumlah_Penjualan"] = df["Jumlah_Penjualan"].apply(clean_jumlah)

df = df.dropna(subset=["Pendapatan", "Tanggal_Tr", "Kategori", "Jumlah_Penjualan"])

df["Jumlah_Penjualan"] = df["Jumlah_Penjualan"].astype(int)

df["Pendapatan"] = df["Pendapatan"].apply(format_rupiah)

df["Tanggal_sort"] = pd.to_datetime(df["Tanggal_Tr"], format="%d-%m-%Y", errors="coerce")
df = df.sort_values(by="Tanggal_sort", ascending=True).drop(columns=["Tanggal_sort"])

df.to_csv("dataset_bersih.csv", index=False)

print("Data bersih disimpan sebagai dataset_bersih.csv")
print(df.to_string())
```

Data Engineering

Transfer Learning



More Details

Dataset The Code

MRI Brain Tumor Classification

Medical image analysis using Python & VGG16 (CNN) on Google Colab to detect tumors from MRI scans with high accuracy.

Tools Used

Python Google Colab

This is not the end...

Ready to contribute as a Data Analyst/BI Intern/Web Developer

Let's Connect!

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Scan Here!

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