Wafa Nabila

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Objective

I am a fresh graduate in Business Administration and a data enthusiast seeking an entry-level position. Experienced in data-related projects, including cohort analysis, RFM analysis, and time series forecasting. Proficient in programming languages such as Python and SQL, as well as data visualization tools like Tableau and Google Looker Studio. Strong analytical skills, attention to detail, and effective time management to drive data-driven decision-making.

Education

Purwadhika Digital Technology School ***Oct 2024 – Feb 2025***
Data Science and Machine Learning
Completed a comprehensive Data Science course covering data analysis, machine learning, data wrangling, feature engineering, SQL, and data visualization. Gained hands-on experience in building predictive models, working with databases, and applying data-driven solutions to real-world problems.

University of Sakarya, Sakarya, Türkiye ***Oct 2020 – Jul 2024***
Business School (B.A)
Final Project: Political Consumerism
Gained strong foundation in management, marketing, and strategic decision-making. During the final project, conducted survey-based analysis using SPSS to derive insights and support business recommendations based on data collected.

Organizational Experience

MPA PPI Turki ***Jan 2022 – Feb 2023***
Consultative Assembly of PPI Turki
- Supervised the performance of PPI Turki in accordance with established regulations.
- Experienced in overseeing and coordinating organizational activities, ensuring smooth operations and effective team collaboration.

Komisi Pemilihan Umum PPI Turki ***Jan 2021 – Feb 2022***
Data Management Division
- Collected and managed data on 2,500+ Indonesian students in Türkiye using Microsoft Excel and Google Sheets.
- Gathered post-election data, performed real-time calculations, and visualized the final results using Microsoft Excel to enhance public understanding.

Perhimpunan Pelajar Indonesia Turki ***Jan 2021 – Feb 2022***
Creative Media Department
- Analyzed social media data and trends from PPI Turki's Instagram, X, and YouTube, providing data-driven recommendations.
- Evaluated growth and engagement metrics using built-in analytics tools to assess social media performance.
- Achieved a significant increase in social media presence, growing Instagram followers by 5,200, boosting X engagement by 2.8%, and attracting 200,000 YouTube views within 11 months, marking a substantial improvement from previous period.

Projects

Cohort Retention Analysis – Superstore Data ***github***
- Cleaned, processed, and conducted exploratory data analysis (EDA) on 9,000+ records to ensure data accuracy and reliability.
- Performed cohort retention analysis using Python and Google Looker Studio to identify customer engagement trends and key retention drivers.
- Discovered seasonal patterns in customer cohorts, contributing to strategic retention enhancements.

Recency, Frequency, Monetary Analysis – Wholesale Company ***github***

- Cleaned, processed, and conducted exploratory data analysis (EDA) on 100,000+ records to ensure data accuracy and reliability.
- Implemented Recency, Frequency, Monetary (RFM) analysis using Python (Pandas, Scikit-learn) and Tableau, improving customer segmentation for targeted marketing.
- Delivered actionable insights to support personalized retention strategies and improve customer engagement.

CRUD Program using Python – Stock Management ***github***

- Developed a Python-based stock management system, enabling real-time inventory tracking, stock updates, and automated restocking alerts.
- Enhanced inventory efficiency and ensured accurate stock monitoring.

Data Analysis – NYC TLC ***github***

- Cleaned and processed the NYC TLC taxi dataset to ensure data accuracy and consistency.
- Analyzed NYC TLC taxi dataset to uncover peak demand hours, borough congestion, and tipping behavior, optimizing taxi operations.
- Conducted Exploratory Data Analysis (EDA), revealing key insights for pricing and fleet distribution strategies.
- Visualized analysis results using Tableau, presenting key insights through clear and interactive dashboards.

Machine Learning Modeling – E-commerce Customer Churn Prediction ***github***

- Developed and deployed a machine learning model for e-commerce churn prediction using Logistic Regression, Random Forest, and XGBoost, optimizing for F2-score.
- Implemented feature engineering, SMOTE resampling, and hyperparameter tuning to enhance model performance and improve customer retention insights.
- Deployed the model to Streamlit, enabling interactive visualization and real-time churn prediction.

Time Series Forecasting – INDF Stock Price ***github***

- Collected and processed historical INDF stock price data to ensure accuracy and completeness.
- Conducted exploratory data analysis (EDA) and visualized stock trends using Matplotlib to identify patterns and anomalies.
- Developed a time series forecasting model for INDF stock prices using Facebook Prophet, analyzing trends and seasonality to predict future price movements.
- Generated data-driven insights to support investors in making informed trading and investment decisions.

Sentiment Analysis – IKN ***github***

- Collected data by web-scraping posts from X, preprocessing text by removing noise, tokenizing, and vectorizing for sentiment analysis.
- Conducted exploratory data analysis (EDA) to identify sentiment distribution and trends in public opinion on Ibu Kota Nusantara (IKN).
- Implemented a 1D CNN model for sentiment classification, leveraging word embeddings to improve sentiment detection accuracy.
- Evaluated model performance using precision, recall, and F1-score, ensuring reliable classification of positive, neutral, and negative sentiments.
- Provided data-driven insights for investors, highlighting public perception trends that could influence investment decisions related to IKN.

Skills & Tools

Technical Skills

- Python
- SQL
- Tableau
- Google Looker
- Microsoft Office
- Canva

Languages

- Indonesian (Native)
- English (Working Proficiency)
- Turkish (Certified C1 level)