

Wafa Nabila

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Business graduate and a Data Science Enthusiast seeking an entry-level Data Analyst or Data Scientist role. Proficient in Python, SQL, Microsoft Excel and data visualization tools such as Tableau and Looker Studio. Strong analytical skills, attention to detail, and effective time management to drive data-driven decision-making.

Education

Purwadhika Digital Technology School

Jakarta, Indonesia

Data Science & Machine Learning

Oct 2024 – May 2025

Gained hands-on experience in data science, focusing on programming, analysis, and machine learning; proficient in SQL, Python, and data visualization (Tableau, Looker Studio, Matplotlib, Seaborn).

Sakarya University

Istanbul, Türkiye

Business School

Oct 2020 – Jul 2024

Final Project: Political Consumerism (grade AA).

Related Coursework: Statistics, Basic Information Technology, Research Methods, Digital Literacy.

Projects

[Career Intentions Classification of Data Scientists with Machine Learning](#)

Apr 2025

- Analyzed data on 19,000+ data science bootcamp graduates to predict which candidates are likely to leave after training.
- Performed EDA and built a Gradient Boosting model with hyperparameter and threshold tuning.
- Achieved an F2-score of 0.718 and helped the HR team reduce training costs by up to 72%.

[Customer Churn Prediction in E-commerce Using XGBoost](#)

Jan 2025

- Developed and deployed a machine learning model for e-commerce churn prediction using XGBoost, optimizing for F2-score, achieving 89% on training data and 84% on test data.
- Demonstrated that Machine Learning reduces churn more efficiently, achieving a 78.4% cost reduction compared to a rule-based approach.

[RFM Segmentation of Retail Store Customers](#)

Dec 2024

- Conducted data preparation (cleaning, preprocessing, and EDA) on 100,000 records.
- Implemented Recency, Frequency, Monetary (RFM) analysis using Python (Pandas, Scikit-learn) and Tableau, improving customer segmentation for targeted marketing.

[Cohort Retention Analysis on Superstore](#)

Dec 2024

- Conducted data preparation 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.

Organizational Experience

Komisi Pemilihan Umum PPI Turki

Istanbul, Türkiye

Data Management Department

Jan 2021 – Feb 2022

- Collected, cleaned, and managed dataset of 2,500+ Indonesian students in Türkiye.
- Processed data and performed data visualizations using Microsoft Excel.

Perhimpunan Pelajar Indonesia Turki

Istanbul, Türkiye

Social Media Specialist

Jan 2021 – Feb 2022

- Analyzed social media trends of PPI Turki's Instagram, X, and YouTube using built-in analytics tools.
- Assessed social media performance and provided data-driven recommendations.

Skills

Technical Skills

Python, SQL, Jupyter Notebook, Tableau, Looker Studio, Power BI, Microsoft Excel.

Soft Skills

Critical Thinking, Problem Solving, Presentation, Communication Skills, Teamwork.

Languages

Indonesian (Native), English (TOEFL Score: 633), and Turkish (C1 Certified).