

Welly Oktariana, S.T

Data Analyst | Data Scientist | Geospatial Analyst

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Portfolio: <https://wellyokt.github.io/portofolio-welly/>

SUMMARY

Data Analyst with 2+ year of experience in building machine learning models, performing spatial analysis, and leveraging data visualization techniques to deliver actionable insights that support strategic decision-making and drive business outcomes. Strong interest in data processing and analysis, with hands-on experience working with both large-scale and small datasets across various contexts. Adept at combining spatial and non-spatial data to uncover patterns, identify trends, and translate complex information into clear business recommendations.

EDUCATION

DIBIMBING.ID

AI Machine Learning

Oct 2024 - Mar 2025

- Machine Learning & AI: Supervised and Unsupervised Learning, Feature Engineering, Hyperparameter Tuning.
- Advanced Techniques: Ensemble Learning, Time Series Modeling, PCA, and RFM Analysis.
- Deep Learning : Computer Vision, NLP, OCR, and Recommendation Systems.

INSTITUT TEKNOLOGI SUMATERA

Bachelor of Geomatics Engineering

Lampung Selatan, Lampung

2016 - 2020

GPA: 3.17/4.00

Thesis : The affect of tides on the coastline about with concerning the boundaries of regional sea authority.

PROFESSIONAL EXPREIENCES

PT. Bhumi Varta Technology

Oct 2021 - Present

Data Analyst

May 2023 - present

- **Data Analysis:** Performed in-depth analysis on business, geospatial, and telecommunications datasets (site profiling analysis, grid analysis, whitespace analysis) to identify trends and market opportunities, supporting management in expansion planning.
- **Machine Learning:** Developed and implemented machine learning models (e.g., regression, classification, clustering, sentiment analysis) to address business challenges and improve decision-making outcomes.
- **QA/QC Data:** Designed and implemented automated validation workflows using random variable and logic-based checks, reducing manual processes and improving data accuracy and consistency.
- **Data Visualization & Reporting:** Built interactive dashboards and visual reports (HTML Report or Streamlit) to effectively communicate insights and performance metrics to stakeholders.

GIS Technician

January - April 2023

- Led the preparation of POI (Point of Interest) data, including data collection, cleaning, and structuring.
- Initiated concepts and methodologies for POI data validation to ensure accuracy and consistency across projects.
- Trained team members on data preparation standards, validation methods, and workflow processes.

- Monitored project progress, facilitated team discussions, and provided guidance to ensure smooth operations.
- Conducted quality control and validation of datasets, ensuring data reliability and alignment with client requirements.

GIS Operator

October 2021 - December 2022

- **Data Collection & Cleaning:** Gathered raw POI (Point of Interest) data from multiple sources and performed data cleaning to remove duplicates, inconsistencies, and errors.
- **Data Validation:** Conducted validation processes to ensure POI accuracy, consistency, and reliability across projects.
- **Sampling Accuracy:** Implemented POI sampling checks to measure data quality.
- **Data Enrichment:** Enhanced POI records with complete attributes to support analytical use cases.
- **Digitization:** Transformed and standardized POI data into digital formats suitable for GIS platforms, databases, and analytical workflows.

Badan Pendapatan Daerah DKI Jakarta

October 2020 - September 2021

Mapping Surveyor

Coordinated PBB mapping activities in Palmerah District, including verifying and processing PBB-P2 tax data, and providing progress reports to the Field and Regional Managers.

SKILLS

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- **Technical Skills:** SQL, Python, Excel, Data Visualization (Matplotlib, Seaborn, Plotly, Streamlit, HTML), Statistical Analysis, Machine Learning (Machine Learning (scikit-learn, TensorFlow)
 - **Analytical Skills:** Data cleaning, data exploration, statistical analysis, problem-solving.
 - **Soft Skills:** Communication, teamwork, leadership, initiative, analytical, logical, and problem-solving thinking, curiosity, and desire to continue learning