

# WILDAN SYAIFUL ISLAM

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6th-semester Informatics Engineering student at Tarumanagara University with a strong interest in data analytics, front-end development, and mobile app development. Proficient in HTML, CSS, JavaScript, AngularJS, Python, SQL, Flutter, Dart, Matlab, and Node.js. Developing website interfaces and processing data to discover patterns, correlations, and valuable insights from large datasets, and passionate about continuing to learn and contribute to impactful data-driven projects.

## PROJECTS

### Data Analytics: Climate & Weather Patterns

April - June 2024

- Conducting data cleaning and validation of meteorological data (1990–1999) using Excel and Python.
- Analyzing climate variability and extreme weather in North Minahasa.
- Using Spearman correlation to identify relationships between climatological variables.
- Producing visualizations and insights based on climate data.

### Front-End Web Development (E-Commerce) | Taruma Travel

August - October 2024

- Design and build responsive *user interfaces* (UI/UX) for E-Commerce Websites using HTML, CSS, AngularJS, and JavaScript.
- Implemented key features, including a *Content Management System* and product search functionality.

### Mobile Application Development (Flutter)

August - October 2024

- Developed mobile applications for academic projects using Flutter and Dart.
- Designed and implemented a clean, user-friendly UI following Material Design guidelines.
- Collaborated with development and testing teams to ensure optimal functionality and performance

### UMKM Web Application Development | Reiken Cafe

March - June 2025

- Designed and built responsive *user interfaces* (UI/UX) for UMKM *Reiken Cafe* utilizing HTML, CSS, JavaScript, and PHPMyAdmin.
- Implemented essential features, including a *Content Management System* (CMS) and product search functionality.

### Customer Segmentation & Marketing Analytics

April - June 2025

- Implementation of *Customer Segmentation Analysis* to optimize Automobile Marketing Strategy.
- Utilized the K-Medoids Algorithm for data modeling and analysis.
- Conducted data preprocessing (Excel and MATLAB) and visualization using MATLAB.

### Business Case

November 2025

UGM and UNPAD Business Case Competition 2025

- Designed a "Digital-Offline Hub" and EmaskITA app ecosystem to close the 75% national gold fulfillment gap by integrating, partner bank branches as CAPEX-free service centers to drive digital revenue growth. (*Proof*)
- Engineered a 3C Hyper-Personalization AI framework and E-Co-Pilot to bridge the 90% empathy gap, transforming call centers into revenue units with a <18-month payback period.". (*Proof*)

## AWARDS

- UNPAD BCC Top 17 National | *Certificate*
- UGM Economic's BCC Top 27 National | *Certificate*

## TECHNICAL AND PERSONAL SKILLS

**Programming & Data:** HTML, CSS, JavaScript, AngularJS, PHP, Python, Node.js, Jupyter Lab, PowerBI, SQL, MATLAB.

**Tools:** Canva, Figma, Microsoft Office (Word, Excel, PowerPoint), Googledocs, Spreadsheet, Capcut.