

Yogi Cahyono

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EDUCATION

The University of Edinburgh, College of Arts, Humanities & Social Sciences.
(Cand) Master of Finance, Technology and Policy (MSc)

Scotland, UK
Aug 2023

Institut Teknologi Sepuluh Nopember, Faculty of ICT
Bachelor of Science in Information Systems (B.Sc)

Surabaya, ID
Aug 2016

- Cumulative GPA: 3.49/4.00
- Final Project: Built time-series anomaly detection desktop app using Java. [\[LINK\]](#)
- Relevant Coursework: algorithm and programming, discrete mathematics, data mining & business analytics, probability theory and statistics, database management, database administration and management.

PROFESSIONAL EXPERIENCE

Tokopedia

Greater Jakarta Area, ID

Analytics Lead, Payment Team, Data Division

Jan 2022 – July 2022

- Leading four team members, managing tasks on sprint planning, design team and individual Objective Key Result (OKR), working with stakeholders (Product, Business, Marketing, Data Science, COFE, Analytics Governance, GoFin, etc.)
- Achievement: top five highest score partner feedback, build Gopay Hemat targeted promotion – implemented in Aug 2022.

Senior Data Analyst, Payment Team, Data Division

July 2019 – Dec 2021

- Projects: utilised Python to Implement supervised machine learning techniques for the targeted marketing campaigns that could lift key metrics by 42.59% using Random Forest Classifier (scikit-learn). Nudge-specific payment gateways' loyalist consumers with some benefits to balance its market share using MLP, which hits daily lowest penetration in 2021. Implement K-means clustering, group and nudge consumers with the same transactional behaviour as credit card users.
- Work scope: Lead weekly meetings with partners, present insights or initiatives results to VPs weekly, compose and distribute insights and initiatives as internal paper monthly, and develop monitoring dashboards in Tableau and Google Data Studio.
- Initiatives: A Champion of Airflow, GBQ scheduler and develop email notification to all DA(s), Github for Data Analysts, metadata documentation initiative.

Grab

Greater Jakarta Area, ID

Data Scientist / Analyst, Econometrics

Jan 2018 – July 2019

- Projects: Developed a clustering model to map fraudulent driver-partners in Indonesia's cities using k-means.
- Work scope: Provided ad-hoc reporting to managers and business partners, designed 4w fleets' incentive simulation for six cities in Indonesia.

Bukalapak

Greater Jakarta Area, ID

Data Scientist, Customer Service Improvement Team.

Sep 2016 – Jan 2018

- Projects: utilised Python to develop churn modelling analysis using T-Pot, and time-series prediction.
- Work scope: composed insights to business partner focusing on after paid funnel: product review, churn, and complaints, developed and maintained dashboard in re-dash.

SKILLS

- **Programming Languages:** Python, R, Java
- **Machine Learning & Data Analytics Tools:** Python (e.g. scikit-learn, NumPy, pandas, matplotlib, seaborn), Tableau, Google Data Studio, Re-dash, Google Cloud Platform, Presto, MongoDB, RDBMS Databases.
- **Data Science & Miscellaneous Technologies:** Git, Spreadsheet, APIs, Statistics, Data science pipeline (cleansing, wrangling, visualisation, modelling, interpretation), Simulation, ETL, A/B testing, Experimental design, Hypothesis, Holistics, Testing, OOP, Time Series, UNIX, Cron-job, Tasks Scheduler.

COMMITTEE AND HONOR

LPDP BPI Scholarship Awardee

Lembaga Pengelola Dana Pendidikan (LPRP) RI

Jul 2022 - Aug 2023

Capco Consulting Competition

3rd place of consulting challenge out of 80+ teams from Business School University of Edinburgh

Oct 2022 - Nov 2022

Tech Titans Data Analytics League

Telkomsel

Oct 2020

- SQL and Machine Learning Competition, finalists top 30 participants of 700+ data practitioners in Indonesia.

Github & Airflow - Analytics Champion

Tokopedia

July 2020 - Dec 2021

- Set up, organise, and govern data analysts Github and Airflow in Tokopedia.
- Taught data analysts champion how to use git, Github, and Airflow.