

# YOHANES JHOUMA PARULIAN NAPITUPULU

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## EXPERIENCE SUMMARY

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Results-driven Data Analyst with a strong engineering background with around 2 years of experience. Proven track record of leveraging advanced analytics, machine learning, and data visualization to drive business decisions and improve product performance. Skilled in Python, SQL, and various data science tools, with a passion for turning complex datasets into actionable insights. Demonstrated ability to lead projects, automate processes, and collaborate with cross-functional teams to achieve strategic goals.

## PROFESSIONAL EXPERIENCE

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### **Data Analyst , Goplay | Remote**

*Sep 2022 - Jan 2024*

- In charge of the process of gathering requirements and designing dashboards in Looker Studio, catering to the monitoring needs of cross-functional teams, including Marketing, Content, and Product.
- Leveraging OptBinning to develop creator churn risk scorecards using a dataset of 500,000+ rows of user-generated data related to live streaming behavior.
- Employing KMeans clustering analysis on 3000+ users to establish user segments, aiding the marketing team in understanding and utilizing customer behavior for targeted marketing strategies.
- Led the development of a proof of concept (POC) for content-based clustering using pre-trained BERT model word embeddings.
- Led the setup of Airflow for ETL pipeline automation, generating consistent data flow from and into BigQuery data warehouse.

### **Data Analyst Intern, Virgo | Jakarta, Indonesia**

*Nov 2020 - Jan 2021*

- Utilized SQL to query daily product performance metrics, leveraging the data to generate a monitoring dashboard.
- Conducted ad-hoc and in-depth analyses, extracting actionable insights that empowered the Business and Marketing teams to make informed strategic decisions.
- Performed cohort analysis to systematically monitor and assess product success, as well as to evaluate the effectiveness of marketing campaigns.
- Carried out drill-down analysis to identify the optimal target market for marketing campaigns.

### **Financial Risk Advisory Intern, Deloitte | Jakarta, Indonesia**

*May 2019 - Oct 2019*

- Performed statistical analyses, including correlation and hypothesis testing, to validate data quality on diverse financial datasets, encompassing credit information and company financials provided by clients.
- Managed data preparation, cleaning, and preprocessing of more than 10 external sources to facilitate the development of an industrial risk rating model.
- Spearheaded the creation of a prototype machine learning model for credit scoring, leveraging client-specific data.

## EDUCATION

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### **Institut Teknologi Bandung, Bandung**

*Apr 2021*

*Bachelor of Science, Informatics and Computer Science*

*Final Project: Predicting Stock Market Movement Using Convolutional Neural Network*

## SKILLS

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- **Tools:** Python, R, SQL, C++, Git, Airflow, MLFlow, Google Data Studio, Tableau. Keras, Scikit-Learn, Pandas, NumPy, Matplotlib, FastAPI, GCP, NetworkX
- **Machine Learning:** Classification (Random Forest, KNN, SVM, XGBoost, etc.), Regression Modeling (linear, logistic, regularized, etc.), Dimensional Reduction (PCA, t-SNE), Clustering (K-means, DBSCAN, HDBSCAN)
- **Stats & Experimentation:** Hypothesis testing, Monte-carlo simulations, A/B testing
- **Spoken Languages:** Indonesian (Native), English (IELTS 7.5)

## OTHER PERSONAL PROJECTS

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### **Content-Based Recommender Algorithm**

- **Description:** Developed a sophisticated content-based recommender system utilizing the TMDB 5000 dataset. Implemented advanced NLP techniques, including TfIdf and SBERT, to extract features from genres, keywords, plot overviews, and directors. Applied cosine similarity to score and rank movies based on their similarities.
- **Tools Used:** Python, Pandas, Scikit-learn, TfIdfVectorizer, Sentence Transformer
- **Link:** [https://github.com/yjhouma/movie\\_content\\_based\\_recommender\\_system](https://github.com/yjhouma/movie_content_based_recommender_system)