



YUNA WINAYA

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Hello, I am Yuna! A confident, adaptable, and motivated self-driven person who always eager to learn something new. Having completed a course about Data Science, I am currently trying to switch my career and eager to learn about data and machine learning. I worship honesty and interpersonal skill as the key of leadership.

PROJECT EXPERIENCES

E-Commerce Marketplaces Analysis

Jan 2023

Data Scientist

- Created a notebook that has the objective to completing the assessment given and to propose an analytical view of e-commerce relationship within 1 week.
- Organized with Exploratory Data Analysis, Geoanalysis, and RFM Analysis using graphical tools to create self explanatory plots for better understanding about the data and to segment the customers and answer a series of business questions within 3 days.
- Created machine learning model to make a churn probability prediction using various models based on RFM analysis within 3 days.

DSental - API for Sentiment Analysis and Sentiment based Data Analysis Reports

Oct 2022 - Dec 2022

Data Scientist

- Developed an API for machine learning to classify a sentence whether it is positive, negative or neutral within 1+ months.
- Created with 2 classifier which is Neural Network and LSTM to predict the sentiment of sentences and trained using labeled datasets to classify invisible sentences within 2 weeks.
- Built using Flask and Swagger UI, in which SKLearn and Tensorflow were used to create training models and evaluations, with help of Matplotlib and Seaborn to visualizing evaluations within 2 weeks.
- Collaborated with 1 Data Scientist in models building and evaluations.

DYass - API for Data Cleansing and Data Analysis Reports

Aug 2022 - Oct 2022

Data Scientist

- Developed an API to do data cleansing in form of text and file. For the purpose of implementing basic understanding of Python as programming language within 1 month.
- Built using Flask and Swagger UI, in which Pandas and RegEx were used for data cleansing process and SQL for database creation within 3 weeks.

EDUCATION

Binar Academy Bootcamp

Jul 2022 - Dec 2022

Course in Data Science, 5.00/5.00

- Project: DSental - API for Sentiment Analysis and Sentiment based Data Analysis Report.
- Project: DYass - API for Data Cleansing and Data Analysis Reports.

Universitas Udayana - Badung, Indonesia

Aug 2016 - Jan 2022

Bachelor Degree in Economics, Cum Laude, 3.71/4.00

- Appointed as Vice President of Badan Eksekutif Mahasiswa FEB Udayana 2020, monitoring 3 divisions and external matters.
- Relevant Coursework: Business Strategy, Planning, Development, and Analysis.

WORK EXPERIENCES

PT Mimpi Indah Indonesia - Jakarta, Indonesia

Oct 2021 - Jan 2023

Special Projects & Operations Manager

- Established and manage strong rapport with 2 shipment partners which result in optimized logistic operation and costs (i.e. received priority shipment and 15% preferential rates) within 2 months.
- Expanded shipping coverage by creating 2 new warehouses within certain areas which result in reducing 20% operational cost within 3 months.
- Built relationship with certain parties (1 per month) and joint collaboration of various campaigns/promotions (occasionally) to increase brand awareness and 10% purchase intention.
- Met 100% of deadlines and project goals resulting in a promotion offer upon successful completion of the project.

PT Mimpi Indah Indonesia - Jakarta, Indonesia

Nov 2020 - Oct 2021

Logistics Operations

- Developed a plan to manage and coordinate all activities related to the sourcing and procurement of supplies needed to run

manufacturing operations within 1 month.

- Maintained lifecycle of a product by doing Stock Record every once per 2 months which result on guaranteed quality products.
- Established formulas on inventory list and sales report which result in reduced manual application and human error within 1 week.

SKILLS/ACHIEVEMENTS

- **Languages and Proficiency:** Indonesian (Mother Tongue), English (Proficient).
- **Proficient:** Python, MySQL, Data Analytics, Microsoft Office, Google Sheets, Google Collaboratory, Visual Code Studio, Matplotlib, Seaborn, Adobe Photoshop, Canva.
- **Moderate:** Data Mining, Deep Learning, Machine Learning, Tableau, Statistics.
- **Beginner:** Google Analytics, Facebook Ads, Java, C++.
- **Relevant Certifications or Certificates:** Intro to Data Analytics by ReVoU (2022), Intro to Digital Marketing by ReVoU (2022).