



Analyst Data **PORTFOLIO**

BY ZAHARA ALIFIA

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introduce **ABOUT ME**

I am a fresh graduate of science degree student from Sumatera Institute of Technology, i study aerospace science and data acquisition systems science. My educational background makes me fluent in Python and Java Script programming languages, this got me interested in data analyst.

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work **EXPERIENCE**

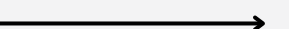
I am responsible for analyzing data, processing data, visualizing data. In my internship I was required to work in a team and I was responsible for big data.

- **INTERNSHIP RESEARCH (JUNE 2021- AUGUST 2021)**
- **RESEARCH ASSISTANT (APRIL 2022 - AUGUST 2022)**

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personal **SKILLS**

- SPSS
- Python
- SQL
- Microsoft Excel
- SAS
- Java
- Problem Solving
- Analyst
- Fast Learner
- Public Speaking



ZAHARA ALIFIA

project **PORTFOLIO**

PROJECT 01

**ATMOSPHERIC
PARAMETER
MEASUREMENT PROJECT**

PROJECT 02

SOCIAL MEDIA ANALYST

PROJECT 03

MARKETING ANALYST

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PROJECT

TEDUH COFFEE SHOP

The data used is sales from a fictitious coffee shop called Teduh in April 2018. Currently, the company wants to focus on business development. Stakeholders hope to provide insight regarding the sale of Coffee Shop Teduh in April 2018.



INSIGHT

TEDUH COFFEE SHOP



- at least, in April each customer makes 11 transactions with a total purchase of 15 products.
- Transactions in April showed 38.9% occurred in the first week, and 25.4% occurred in the second week.
- Daily transactions showed 30.24% occurred at 08:00 to 10:00 in the morning.
- Customer segmentation is dominated by the family category with an age range of 31 years and over as much as 64.81%, the student category with an age range of 24 years and under as much as 19.47% and the employee category with an age range of 25 years to 30 years 15.72%.
- Coffee is the product with the highest total sales, namely 40%, the second position is Tea with total sales of 31.6%.
- Of the 8 outlets owned, only 3 outlets provide sales data in April.
- **Sales data shows that 50.16% of customers make transactions at the store, and 49.84% through online services.**
- Of the 24,852 total transactions, only 189 or 0.72% of customers made transactions using the promo.
- There was a 70% decrease in customer acquisition in April 2019, when compared to the previous period.

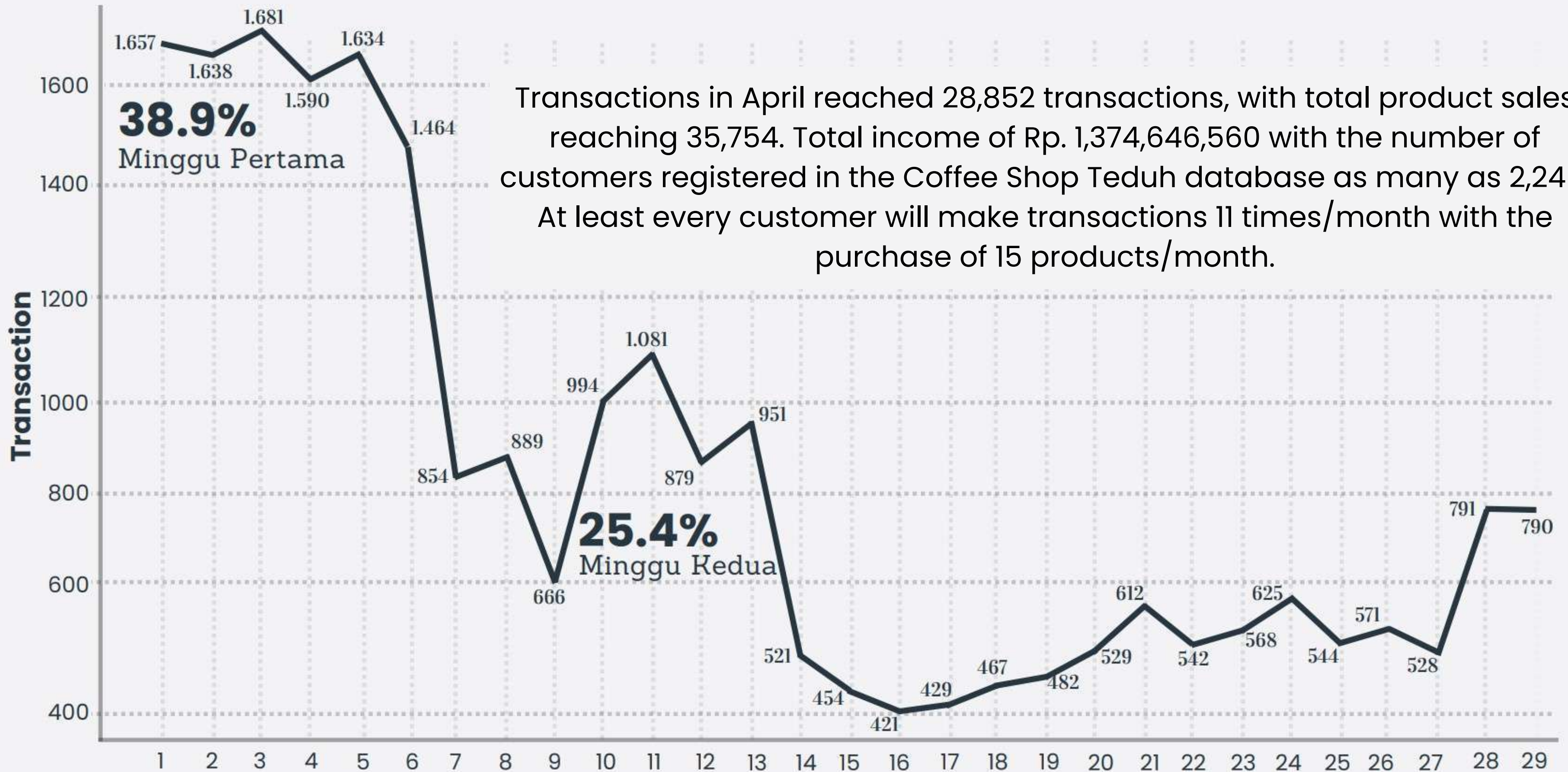
RECOMENDATION

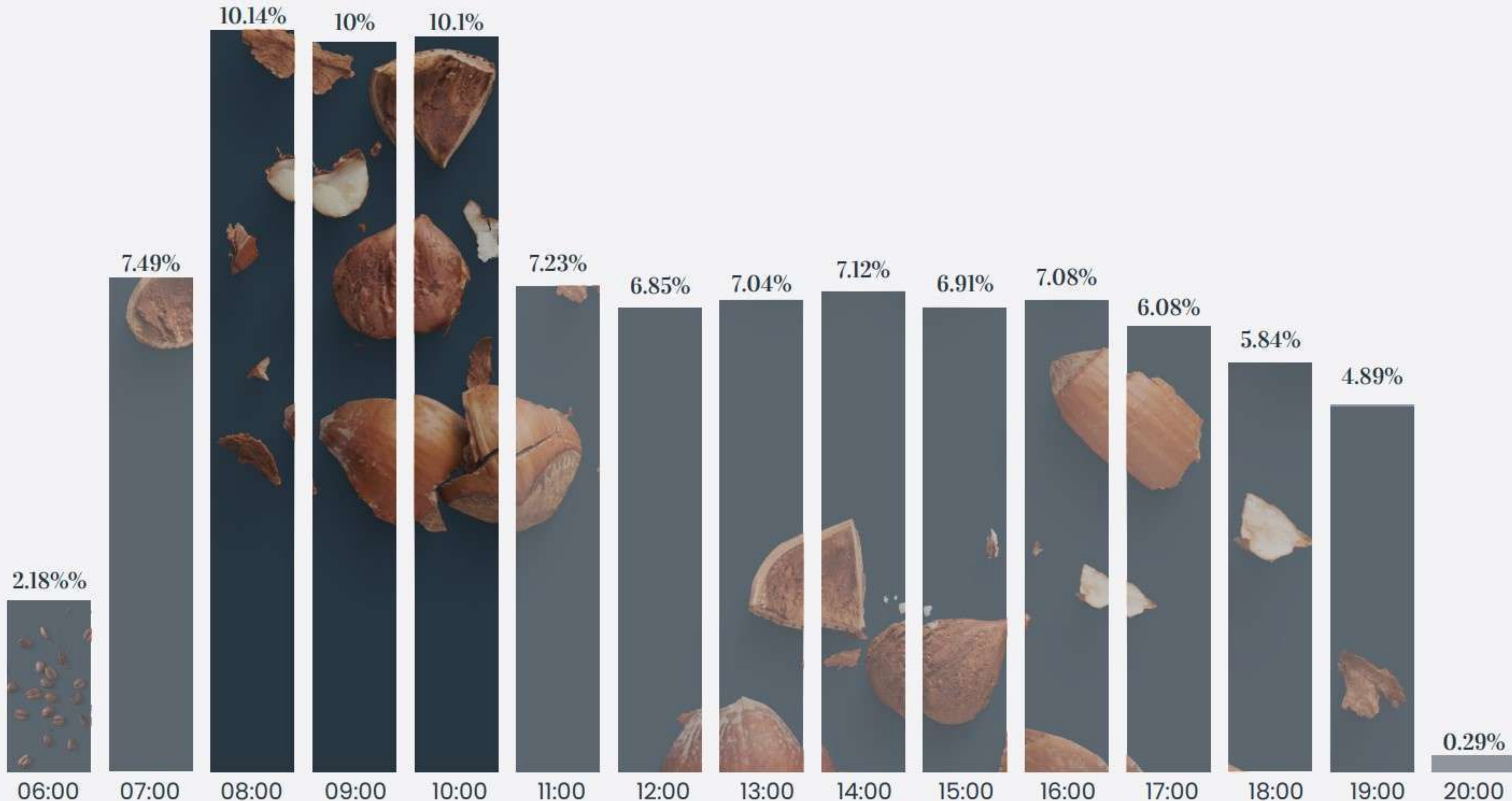
TEDUH COFFEE SHOP

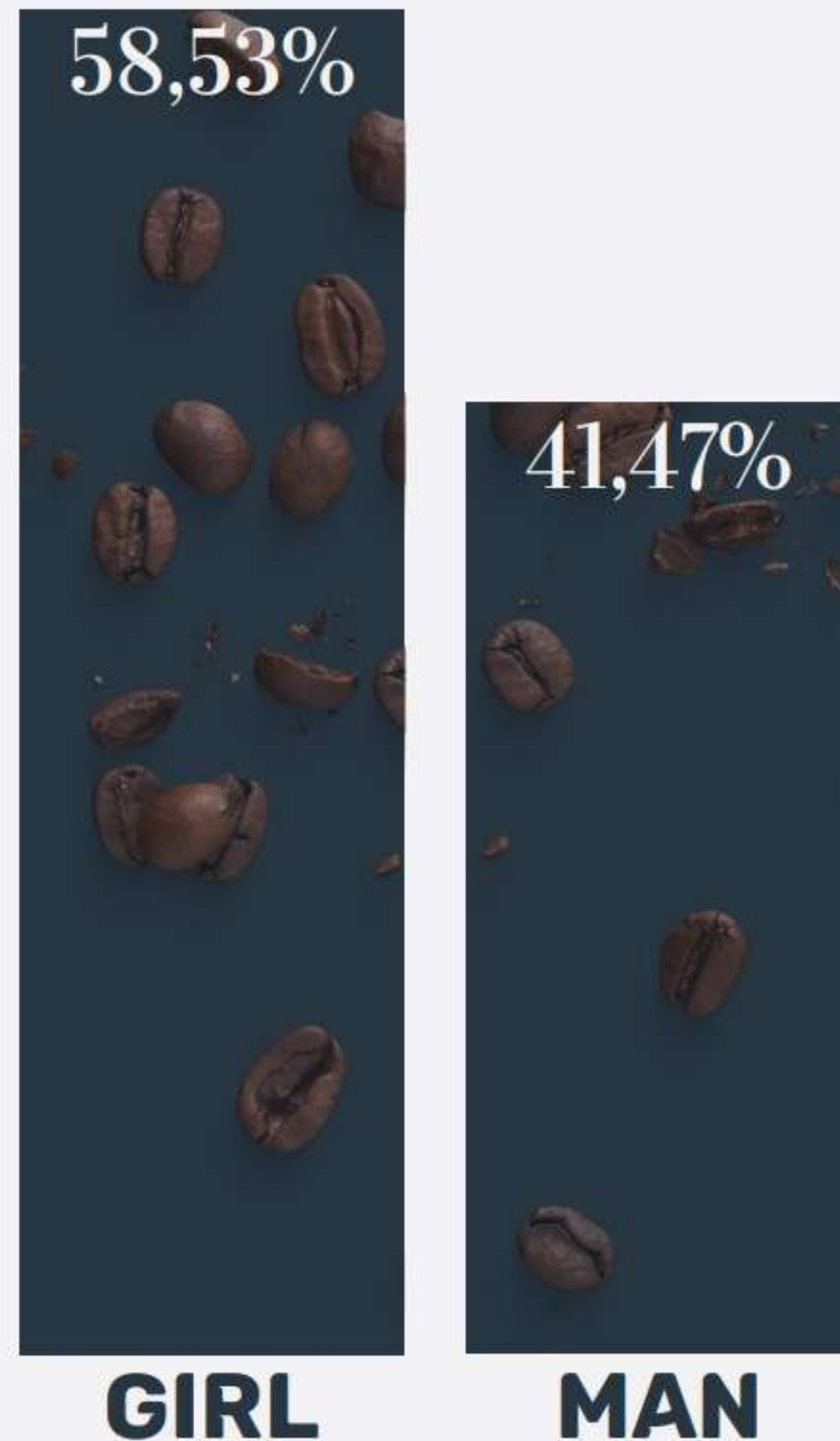


From sales data that occurred in April 2019, it is known that 49.84% of transactions were made online. shows that the interest in buying online is very high so that if Coffeshop Teduh plans to develop a business, then for now the option that can be considered is to become a partner in several food delivery startups at once.

In addition, the Teduh coffee shop can also develop special Apps to maintain customer loyalty and take into account the dependence on costs that must be incurred for service costs when becoming a food delivery partner.







NUMBER OF TEDUH COFFEE SHOP CUSTOMERS

April 2018, the number of customers registered in the Teduh coffee shop database was 2,245. Among them 58.53% are dominated by women and 41.47% male customers.

CUSTOMER SEGMENTATION

The Teduh coffee shop customer segmentation is dominated by the Family Category with an age range of 31 years and above as much as 64.81%, the Student Category with an age range of under 24 years as much as 19.47% and the Employee Category with an age range of 25 years to 30 years as much as 15.72%.

19,47%



MAHASISWA

15,72%



KARYAWAN

64,81%



KELUARGA

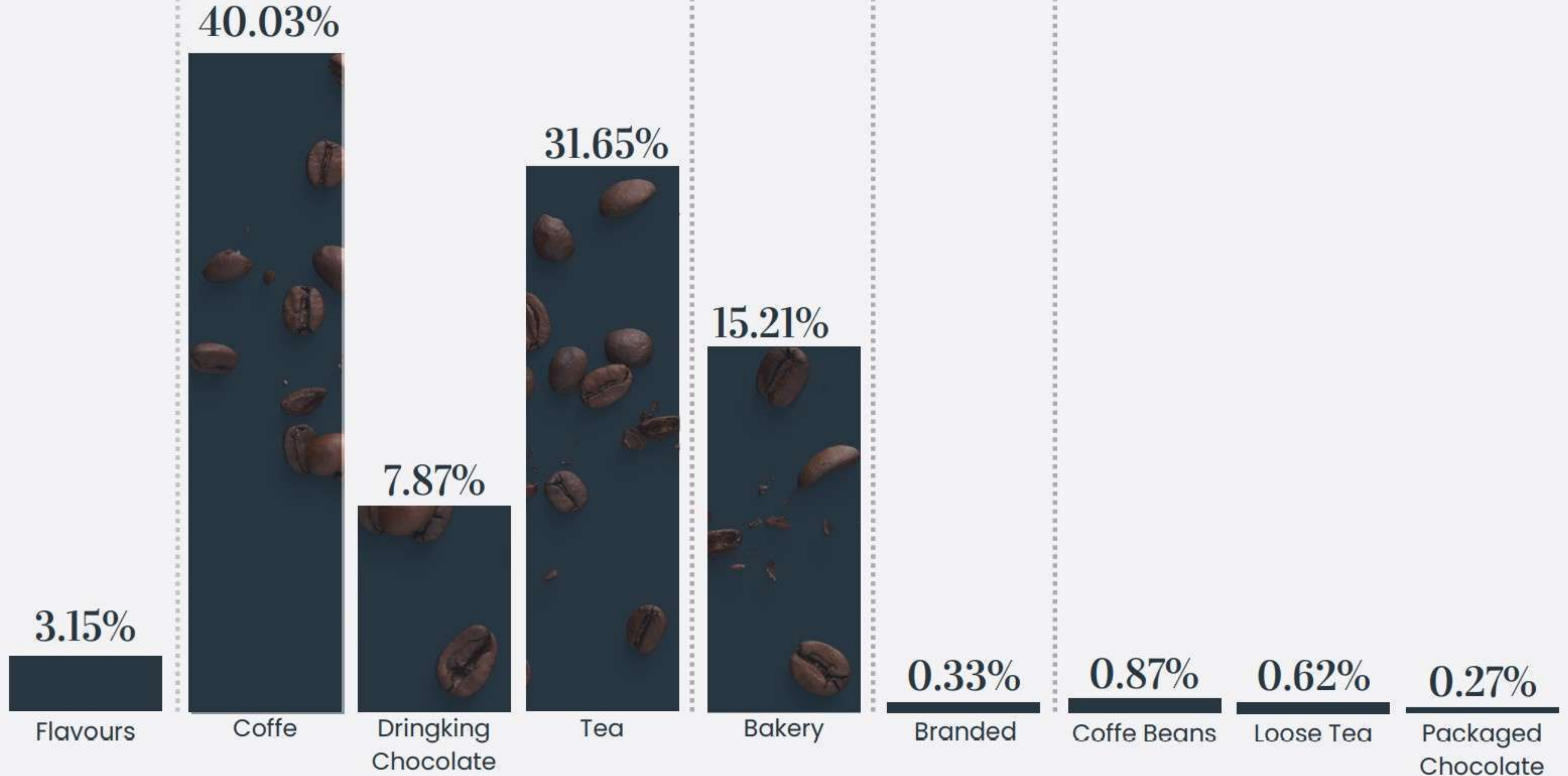
Add-ons

Beverages

Food

Merchandise

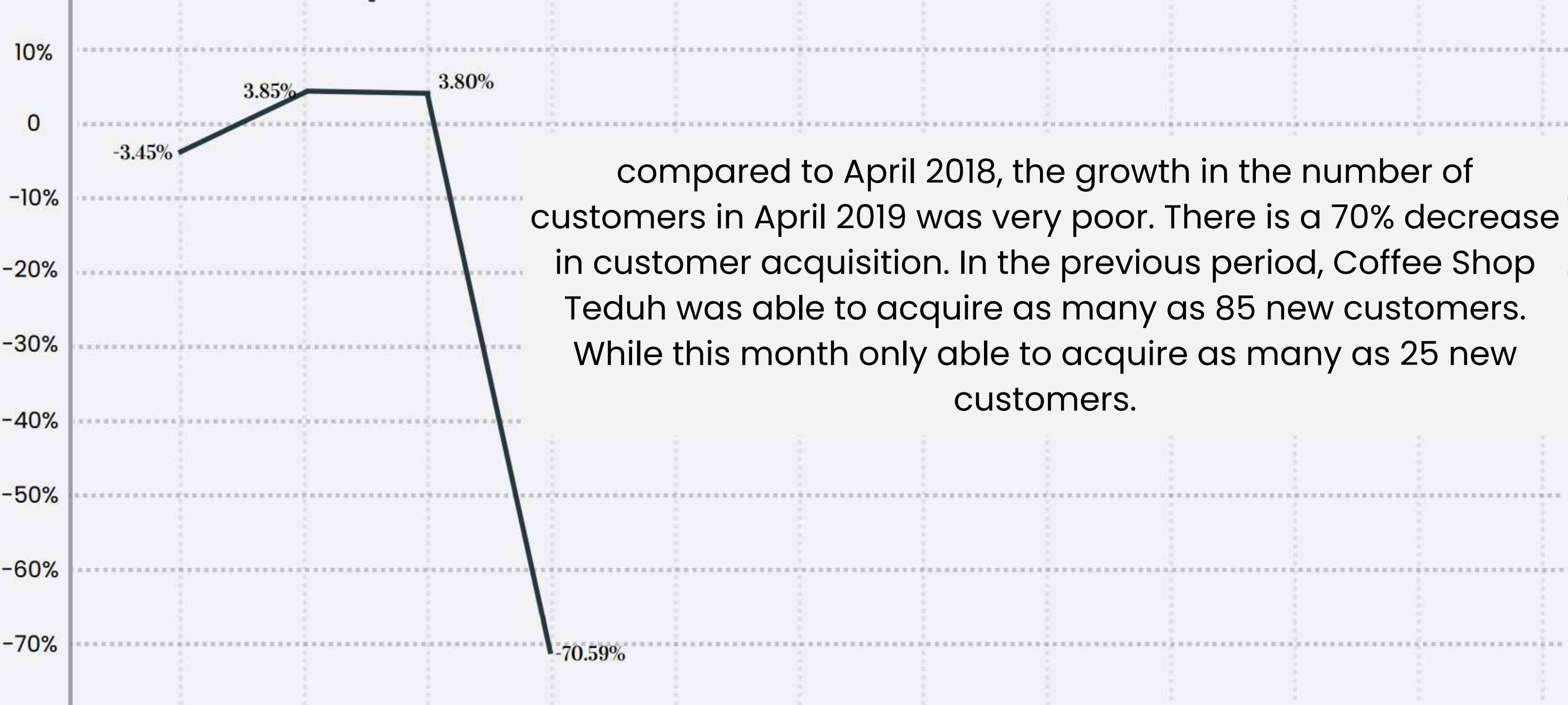
Whole Beans/Tea



Product Category	Product Type	Transaction
Coffe	Gourmet Brewed Coffe	11.75%
	Barista Espresso	11.36%
	Organic Brewed Coffe	6.10%
	Drip Coffe	6.01%
	Premium Brewed Coffe	5.66%
Drinking Chocolate	Hot Chocolate	8.04%
Tea	Brewed Chai Tea	12.29%
	Brewed Black Tea	8.08%
	Brewed Herbal Tea	7.85%
	Brewed Green Tea	4.11%
Bakery	Brewed Black Tea	7.00%
	Brewed Herbal Tea	4.65%
	Brewed Green Tea	3.88%



Customer Acquisition Growth



compared to April 2018, the growth in the number of customers in April 2019 was very poor. There is a 70% decrease in customer acquisition. In the previous period, Coffee Shop Teduh was able to acquire as many as 85 new customers. While this month only able to acquire as many as 25 new customers.



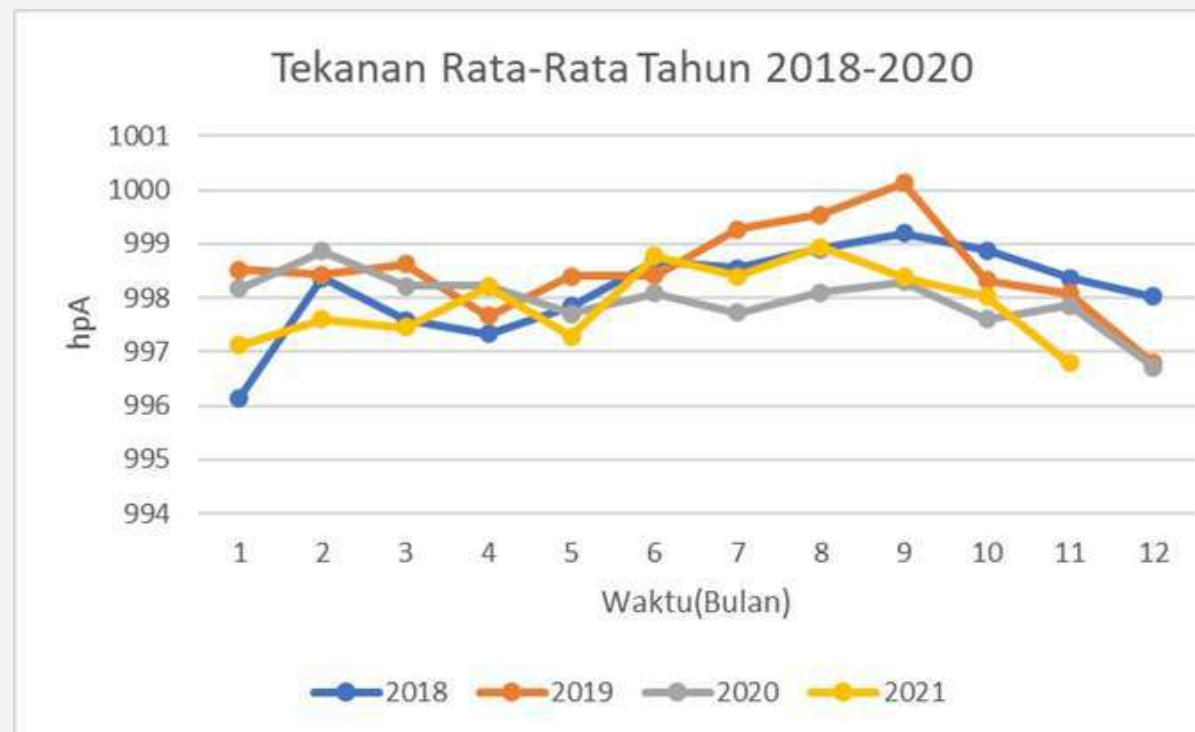
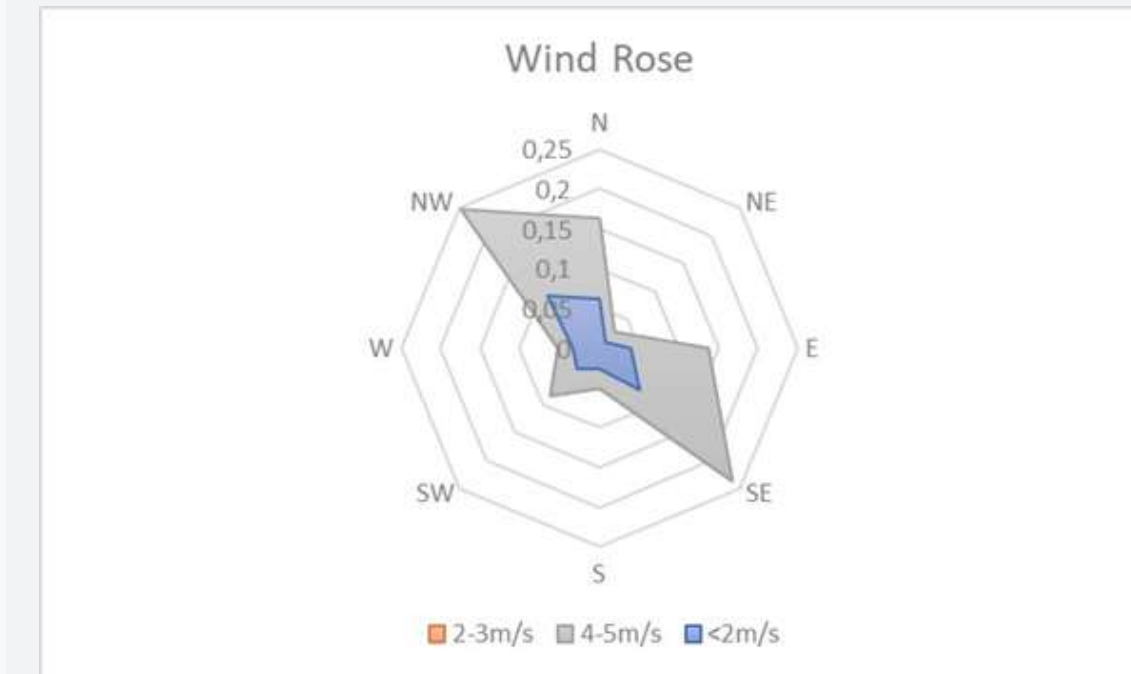
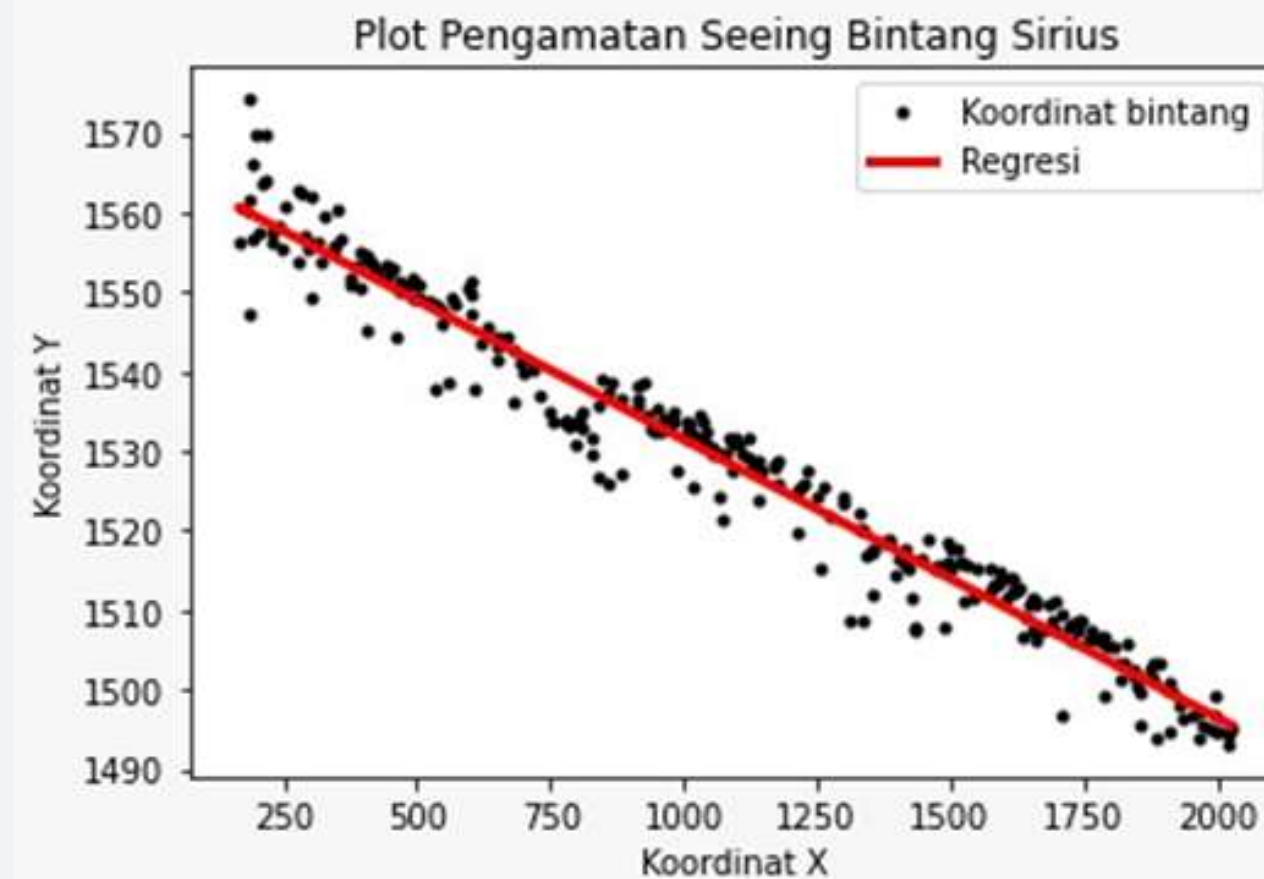
ATMOSPHERIC PARAMETER

MEASUREMENT PROJECT

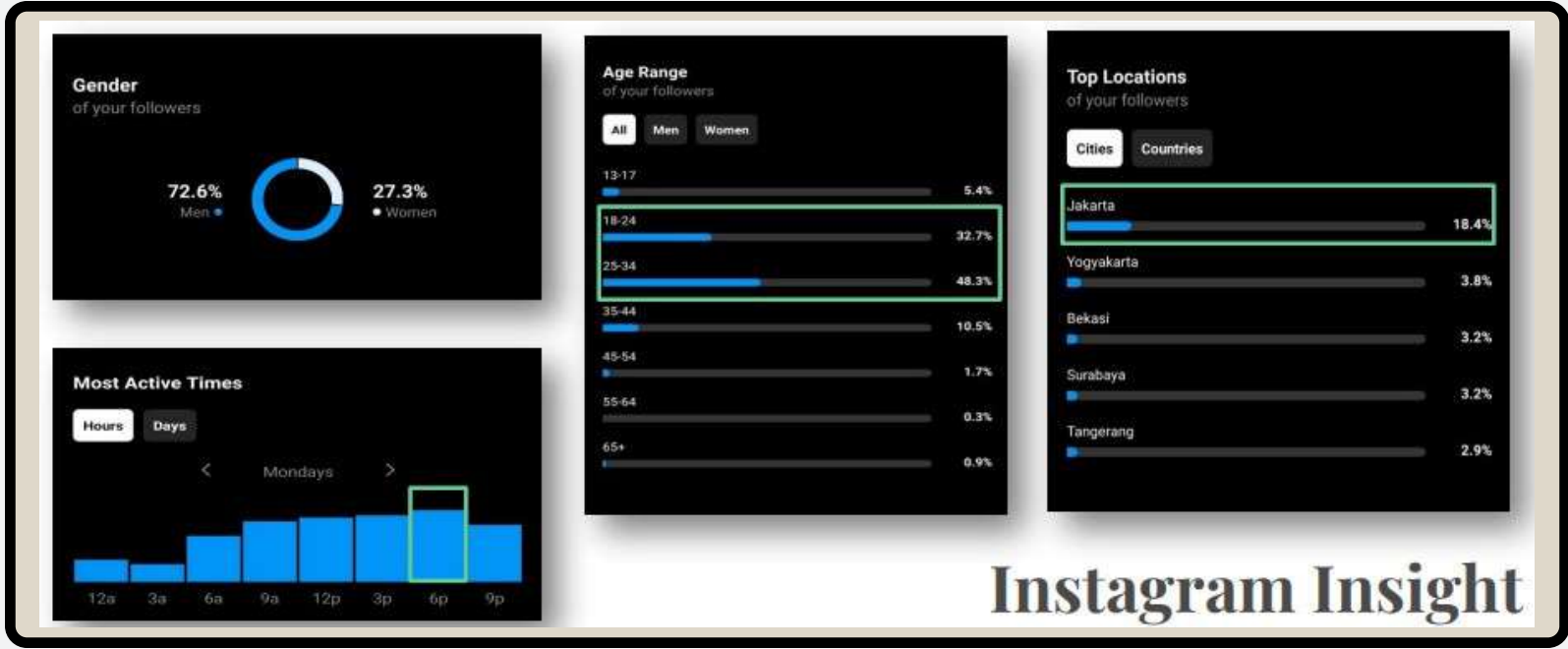
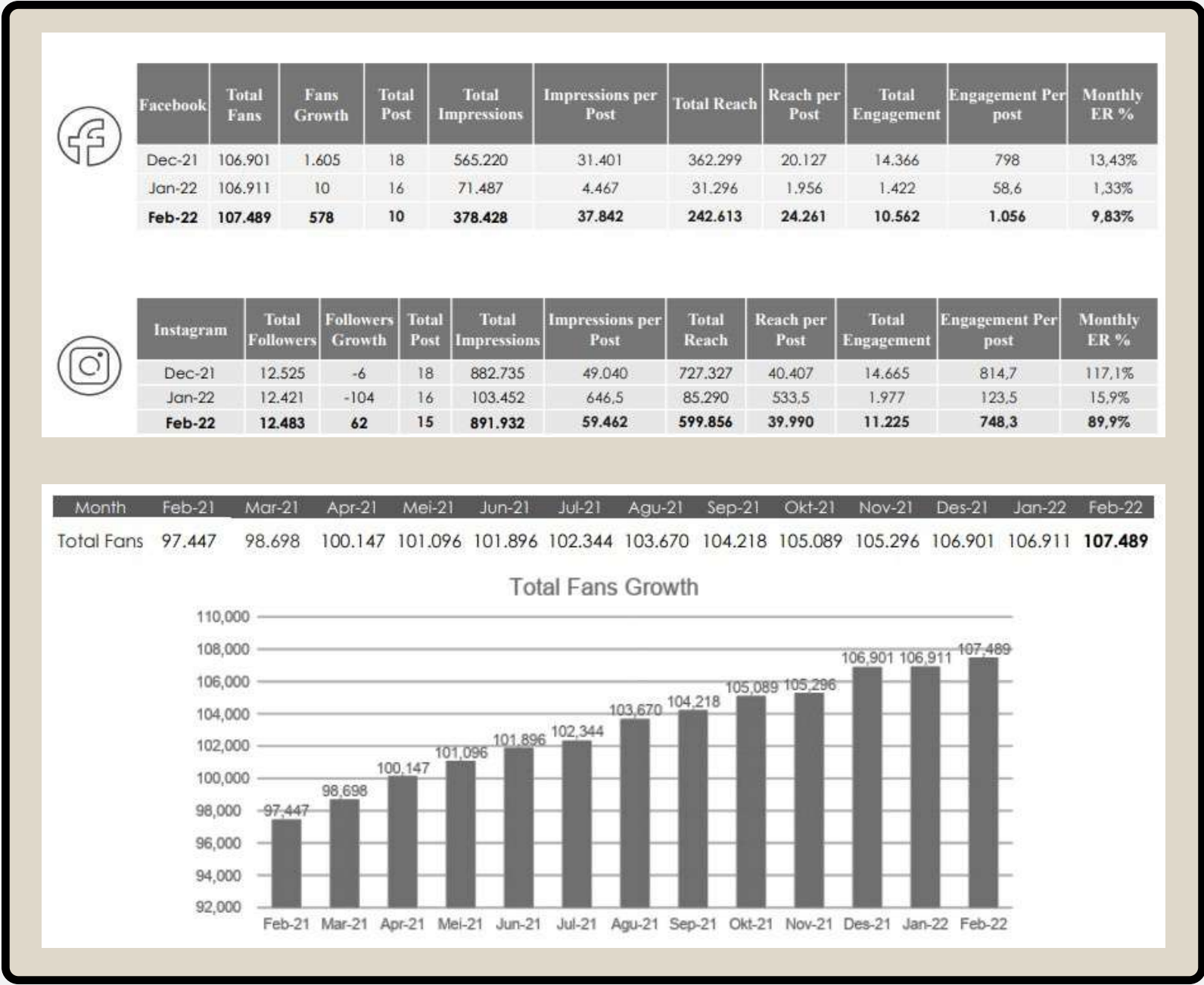
PROJECT 01

- Do research for the required data
- Processing data
- Visualize data
- Analyze data

In the atmospheric parameter measurement project, the lecturer asks to test, model, visualize the data that has been taken. I did this research project for one month. This research project uses the Python programming language and uses Microsoft Excel.



SOCIAL MEDIA ANALYST



PROJECT 02

- Data Performance
- Competitor Review
- Collect Data
- Analyst and Research



Let's work
TOGETHER



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