MUHAMMAD ARDHO MIHADA

Sleman, Special Region of Yogyakarta · zeusveult@gmail.com · +62 813-9157-4540 ·
www.linkedin.com/in/ardhomihada · https://github.com/zavarujs

S1 graduate of Information Systems at AMIKOM University Yogyakarta with expertise in Python, Excel, and Power BI for complex data analysis and visualization. Experienced in applying basic statistics in academic projects to generate business insights that support decision-making. Be thorough, adapt, and enthusiastic about learning new technologies. Aspiring to develop AI/ML solutions to drive innovation in the Technology & Ecommerce industry.

EXPERIENCE

PT. CENTURIS DIGITAL MEDIA – V-GEN **Sleman, DIY**
Internship Business Data Analyst **2024**

I designed and developed an interactive "Sales Distribution" dashboard with Excel and Power BI to monitor and report sales on Shopee and Tokopedia, as well as compile comprehensive monthly reports. I provided historical data and insights to support sales & marketing team decisions, which resulted in a 15% increase in sales.

MEDIREST TRANS INDONESIA **Bandung, West Java**
Researcher **2022**

Experienced in analyzing market data and collecting data directly in the field for MEDIREST services on the Cikampek KM 19A Toll Road. Processing the data using Python (machine learning) and Excel to identify trends and predict customer behavior to support operational strategies.

EDUCATION AND ACHIEVEMENTS

AMIKOM UNIVERSITY YOGYAKARTA **Sleman, DIY**
FACULTY OF COMPUTER SCIENCE, DEPARTMENT OF INFORMATION SYSTEMS **2025**

I graduated with a GPA of 3.78/4.00 from AMIKOM University Yogyakarta. Won 3rd place in the Business Development category at the AMICTA AMIKOM Competition 2023 through a team project entitled ***Nyinau Basa***—a SaaS platform for online paraphrasing and plagiarism checking. In this project, I contributed as a Project Manager as well as a business development strategy developer.

PROJECT

- **DEVELOPMENT OF A HYBRID RECOMMENDATION SYSTEM FOR THE EAFC 2025 SQUAD BUILDER BASED ON CONTENT-BASED FILTERING AND COLLABORATIVE FILTERING**
  This project develops a football player recommendation system by combining *content-based* and *collaborative filtering*. Player data is normalized, dimensioned, and grouped using K-Means. The system generates personalized recommendations based on user attributes, positions, and preferences by utilizing *cosine similarity* and hybrid scores. Evaluations show 100% precision, recall, and F1 score, indicating high relevance, but the diversity of recommendations and the scope of *ground truth* need to be improved for more varied recommendations.

- **SENSIBLE TRANSFER FOR MANCHESTER UNITED IN FIFA 23**
  The project analyzes FIFA data to identify potential players to be recruited by Manchester United. Using *machine learning* methods to predict the development of a player's attributes, Gonçalo Inácio was identified as a promising candidate. The results show that Inácio has the potential to develop rapidly and fits the desired style of play. The project's main recommendation is to prioritize the recruitment of Inácio to strengthen Manchester United's defensive line. The project provides a data-driven approach to decision-making in the transfer of football players.

- **PREDICTION SALES GAMING WITH MACHINE LEARNING**
  The project aims to predict video game sales by utilizing CatBoostRegressor's machine learning algorithm. The methods used include data cleaning, descriptive statistical analysis, data exploration (EDA) with visualization, and model training. As a result, the model was able to predict sales with an RMSE of around 1.54

million units, indicating considerable accuracy. This project demonstrates the potential of applying machine learning in the gaming industry to predict sales and identify the important factors that influence them. In conclusion, this model can be a useful tool for game developers and publishers for strategic decision-making.

SKILL

- Ms. Excel
- Ms. POWER BI
- MySQL
- Python
- Data Visualization
- Statistical Analysis