

# Muhammad Ardho Mihada

Sleman, Daerah Istimewa Yogyakarta, Indonesia · zeusveult@gmail.com · + 62813-9157-4540 ·  
www.linkedin.com/in/ardhomihada

A passionate young data analyst with a graduate background in Information Systems and a focus on business and sports analytics. Combine technical expertise in Python, SQL, and Power BI with sharp analytical thinking to turn complex data into actionable insights. Experienced in innovative projects, including the development of a machine learning-based recommendation system for FIFA 20 and the analysis of diabetes health indicators using EDA techniques. Stand out in business development competitions, demonstrate abilities in project management and strategic thinking. With a unique combination of technical skills, business understanding, and passion for sports, it is poised to provide fresh perspectives and impactful data-driven solutions for innovation-focused organizations.

## EXPERIENCE

### PT. CENTURIS DIGITAL MEDIA – V-GEN

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#### Business Data Analyst - INTERNSHIP

2024

- Create and Develop an interactive dashboard of "SALES DISTRIBUTION" with Excel and Power BI
- Responsible for the data management of Shopee and Tokopedia E-Commerce
- Manage E-Commerce sales report types on a monthly basis
- Assist sales and marketing teams to provide data and insights from historical data as required by the business

### MEDIREST TRANS INDONESIA

Bandung, West Java

#### Researcher

2022

- Analyze market data and as a direct data finder in the field
- Processing market data for trend optimization and prediction of customers using MEDIREST services on the Cikampek toll road, KM 19A using python-machine learning and excel

## EDUCATION AND ACHIEVEMENT

### AMIKOM UNIVERSITY YOGYAKARTA

Sleman, DIY

#### FACULTY OF COMPUTER SCIENCE, DEPARTMENT OF INFORMATION SYSTEMS

2021-present

- 3rd place in the Business Development competition category at the AMICTA AMIKOM COMPETITION 2023 competition, a group competition by creating a website called Nyinau Basa which is a website that can check paraphrase and plagiarism online and SaaS-based and contribute power in the team as a project manager and business development

### MA/SMA ALI MAKSUM PONPES KRAPYAK

Bantul, DIY

#### DEPARTMENT OF CULTURAL SCIENCES AND LANGUAGES

2018-2021

## SKILL

- MS. Office
- MS. Excel
- Ms. POWER BI
- MySQL
- Python
- Strong analytical and problem-solving
- Curiosity and eagerness to new things
- Communication and teamwork
- Attention to detail
- Football and business (market) analysis

## PROJECT

- **THE RECOMMENDATION SYSTEM "BUILDING FIFA20 SQUAD" USES THE K-MEANS CLUSTERING ALGORITHM AND EUCLIDEAN DISTANCE**

Creating a Recommendation System to build a squad based on-position in FIFA 20 using the K-means clustering and Euclidean Distance model Machine Learning which results in 5 main positions in football forward, midfield, winger/winger playmaking, goalkeeper, and defensive

- **DIABETES : EDA DAN TES HIPOTESIS DIABETES HEALTH INDICATORS**

Analyze and discuss diabetes indicators, which are the results of the CDC's BRFSS 2015 survey response (a health survey conducted by the CDC in 2015, which collects data on public health behaviors, health risk factors, and different health conditions to provide a better understanding of public health in the United States in 2015). Using EDA and conducting a hypothesis test against one of the variables

- **SENSIBLE TRANSFER FOR MANCHESTER UNITED IN FIFA 23**

The project aims to evaluate the performance of machine learning models in predicting the performance of the Manchester United football club, using data that is likely related to player statistics from FIFA 23 or the Premier League. By leveraging the 'LazyPredict' library, the project accelerates the selection and evaluation process of various regression models, as well as presents visual analysis to support decision-making in the context of digital innovation business.

- **PREDICTION SALES GAMING WITH MACHINE LEARNING**

The project aims to predict video game sales using machine learning techniques by analyzing historical data. The data used includes sales information from various games, and the project includes data cleaning, feature analysis, and the development of predictive models to estimate sales in millions of units, helping to understand the factors that influence the success of game sales.