

Education

Universitas Pelita Harapan (UPH) Medan, Indonesia

Bachelor of Information Systems

Expected Graduation: 2028 | GPA: 3.63/4.00

Relevant Coursework: Database Architecture, Systems Analysis and Design, Business Analytics, Data Processing, Data Analyst.

Data Analytics Projects

Bank Customer Churn Analysis: Survival Modeling

Python (lifelines), SQL

- Identified product holding count as the strongest retention driver (70% lower churn risk for 2-product holders) and flagged Germany as a higher-risk market, recommending targeted cross-selling and follow-up.
- Conducted exploratory segmentation using SQL window functions and excluded a feature with 99.5% overlap with the churn outcome to prevent data leakage before modeling.
- Identified product holding count as the strongest retention driver (70% lower churn risk for 2-product holders) and flagged Germany as a higher-risk market, recommending targeted cross-selling and follow-up.

Olist Seller Performance Analysis

SQL (CTEs, Window Functions), Excel (Power Query, PivotTables)

- Analyzed 18 months of marketplace transaction data across sellers, orders, and products to evaluate seller value, regional performance, and category demand on Brazil's largest e-commerce platform.
- Found the top 25% of sellers generate 86.8% of platform revenue and flagged Minas Gerais and Paraná as underoptimized regions with strong seller counts but below-average revenue efficiency.
- Built a seller cohort retention heatmap to identify which onboarding cohorts stay active longest, informing seller-retention and regional-expansion recommendations.

Mobile Game Monetization Analytics

SQL, Excel

- Segmented 3,024 mobile game users' 8 months of transaction data into Whale/Dolphin/Minnow spend tiers using SQL, cross validating every segment across two independent queries instead of trusting a single aggregate figure.
- Quantified that 2.2% of paying users (Whales) generate 58.3% of total revenue while the bottom 84.1% (Minnows) contribute only 8.5%, redirecting retention spend toward the segment that actually drives revenue.
- Caught and corrected a flawed $\geq \$100$ "Whale" threshold that misclassified 91.8% of users, recalibrating segmentation thresholds against the dataset's real spend distribution before finalizing results.

Leadership & Activities

Google Student Ambassador Indonesia

Medan, Indonesia

Student Ambassador

Sept 2025 – Feb 2026

- Facilitated technology-focused events and missions to bridge the gap between Google's ecosystem and the university community.
- Communicated complex technical concepts to diverse student groups, enhancing stakeholder engagement and public speaking capabilities.

Himpunan Mahasiswa Program Studi Sistem Informasi (HMPSSI)

Medan, Indonesia

Media and Communication Member

Sept 2025 – Aug 2026

- Coordinated digital content distribution and design strategies across the association's official media channels to boost student engagement.
- Collaborated with team members to produce visual and written promotional assets for internal department initiatives and large-scale campus events.

Skills

Technical: Data Visualization, SQL, Python, Generative AI for Productivity, Microsoft Excel, Google Sheets, SDLC Concepts, KPI Tracking, A/B Testing, Survival Analysis.

Language: Indonesian (Native), English (Professional Working Proficiency).

Certifications: Google Data Analytics Professional Certificate, Information Technology Specialist: Data Analytics (Pearson), Data Visualization with Python (IBM).