

Jessica Leo

Medan, North Sumatra, Indonesia | jessileo64@gmail.com | +6289637113330
LinkedIn Profile | Portfolio Website: jessicaleo.my.id

Education

Universitas Pelita Harapan (UPH) Medan — Medan, Indonesia

Bachelor of Information Systems (AI Concentration) | Expected Graduation: 2028 | GPA: 3.63/4.00

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

Data Analytics Projects

E-commerce A/B Testing Simulation | *Python (SciPy, Statsmodels), A/B Testing, Statistical Inference*

- Executed simulated A/B test on 20,000 users with SRM checks and Power Analysis; uncovered a +6.84pp conversion lift for new paid-ads users ($p < 0.001$).
- Formulated rollout recommendations to optimize marketing spend allocation while safeguarding organic conversion rates.

Bank Customer Churn Survival Analysis | *Python (Lifelines), SQL, Cox Proportional Hazards*

- Built Kaplan-Meier and Cox Proportional Hazards models on 10,000 users, eliminating features with 99.5% outcome overlap to prevent data leakage.
- Identified product holding count as key retention driver (70% lower churn risk for 2-product holders) and flagged Germany as high-risk (+78% risk).

Gacha Player Behavior RFM Segmentation | *Python, Power BI, SQL, RFM Analysis*

- Developed RFM segmentation model and 3-page Power BI dashboard classifying 1,000 players into Whale, Dolphin, and Minnow tiers with realistic pity mechanics.
- Mapped high-value player clusters generating majority revenue to deliver targeted retention recommendations for game banner cycles.

CS:GO & CS2 Player Count Forecasting | *Python, Facebook Prophet, Time Series Analysis*

- Executed time-series forecasting via Facebook Prophet across CS:GO and CS2 transition eras, achieving an 11.57% MAPE on validation data.

Leadership & Activities

Google Student Ambassador Indonesia — *Student Ambassador* | Sept 2025 – Feb 2026

- Facilitated technology-focused campus events and campaigns, translating Google ecosystem concepts into accessible knowledge for students.

Himpunan Mahasiswa Program Studi Sistem Informasi (HMPSSI) — *Media Member* | Sept 2025 – Aug 2026

- Coordinated digital content distribution and visual branding across official media channels to boost department initiative engagement.

Skills & Certifications

- **Technical Skills:** SQL (MySQL, SQLite), Python (Pandas, NumPy, Scikit-learn, Lifelines, Prophet), Power BI, Excel/Power Query, A/B Testing, Survival Analysis, Time Series, Git & GitHub.

- **Languages:** Indonesian (Native), English (Professional Working Proficiency).

- **Certifications:** Google Data Analytics Professional Certificate, IT Specialist: Data Analytics (Pearson), Data Visualization with Python (IBM).