Azzarya Chrisayudha Refa Baskara
Data Analyst

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SUMMARY

Strategic and results-driven analyst with a proven track record of translating complex data into actionable insights that drive business improvements. Skilled in SQL, Python, Excel, Tableau, Looker and Machine Learning, with expertise in generating quality insights, and developing intuitive dashboards that empower decision-makers. Adept at collaboration to implement innovative solutions. Highly adaptable and eager to master new tools. Committed to leveraging analytical expertise and advanced toolsets to optimize performance through data-driven recommendations.

EXPERIENCE

- **Data Analyst - Growth Team**   *Tosmart Trade International*
  April - July 2025

  - **Sales Performance Analysis & Market Research:** Created and presented monthly sales performance reports to multiple clients, highlighting key trends and recommendations. Conducted site quality assessments and suitability evaluations for vending machine deployment through market location research, supporting strategic placement decisions.

  - **Inventory Management App Development**: Designed, tested, and deployed a web-based application to manage inbound and outbound SKU tracking that connects to a database for vending machine refills for the operational team, improving operational accuracy and efficiency.

  - **Operational System Oversight**: Monitored and maintained the centralized vending machine database system to update vendors for refillment, also ensuring real-time data accuracy and timely error resolution for a smooth business operation.

  - **Revenue Forecasting & Performance Review**: Built projections for vending machine rental revenue of active tenors along with our own deployed vending machine in more than 50 locations. Developing purchase requests of SKU for refillment using forecasting methods.

  - **Multi-dimensional Sales Segmentation**: Analyzed transaction-level data (~150K+ rows) to segment vending performance by location, time, product, and machine type, enabling targeted improvements in product assortment and site allocation. Resulting in 50% MoM revenue growth.

- **AI Data Contributor - RLHF**   *Outlier AI - US*
  November - Present

  Enhancing and refining AI language models using Reinforcement Learning from Human Feedback (RLHF) methods to train machine learning algorithms. Significantly improved the performance of AI language models in multilingual environments, resulting in more intuitive and user-friendly AI model.

  - **Language Expertise**: Utilized dual-language proficiency to improve AI comprehension and response in English and Indonesian, enhancing the models' ability to handle multilingual tasks. Ensured AI models understand cultural nuances, idioms, and context in both languages.

  - **Quality Enhancement**: Provided critical feedback on AI outputs, helping to fine-tune responses for clarity, accuracy, and cultural relevance.

  - **Data Annotation**: Performed precise annotation and labeling of language data, contributing to the development of datasets that improve machine learning accuracy.

- **Customer Relation Management (CRM) Analyst**   *PT. Sepatu Bata Tbk.*
  June - September 2024

  - **Conducting Impact Analysis:** Uncovered customer behavior trends that led to actionable recommendations, including updating several Terms & Conditions of vouchers.

  - **Data Quality Improvement:** Spearheaded a data validity project in collaboration with IT dept. Implementing data validation methods, enhancing the marketing team's outreach effectiveness.

  - **Dashboard Building:** Developed a comprehensive Tableau dashboard, reducing the time required to analyze sales trends and store performance, which improved decision-making efficiency across the company.

  - **Membership System Optimization:** Analyzed member demographics to identify marketing target priorities and recommended improvements to the membership system.

  - **Store Performance Analysis:** Conducted weekly and monthly member transaction analysis per store, enabling targeted HR training initiatives to enhance underperforming locations.

PROJECTS

- **Housing Price Regression (ML)**
  Supervised machine learning to predict house value using geographic, demographic, and facility data. Identified key value, trained 8 models and optimized the final model (**XGBoostRegressor**) with cross-validation and hyperparameter tuning, achieving a low **15.7%** MAPE. Delivered insights to help a property agency **refine pricing, improve listings, and target high-value areas**.
  Project Link: [Github](), [Presentation]()

- **Uber Data Analysis**
  Conducted exploratory and **time series analysis** on Uber data to **uncover user behavior patterns, peak hours, and monthly trends**. Engineered features, visualized insights, and performed statistical testing to identify trip category preferences. Provided strategic recommendations to **optimize driver allocation** which **enhanced customer satisfaction.**
  Project Link: [Github](), [Medium](), [Presentation]()

- **Supermarket Customer Data Analysis**
  Developed **customer's segmentation** based on **RFM (Recency, Frequency, Monetary)**, The goals are to determine factors that influence sales and to gain product knowledge insight. **Tailored recommendation for each segmentation**. Conducted EDA, statistical testing, and feature engineering to uncover actionable insights. Visualized findings using Plotly and Tableau, and delivered targeted recommendations to enhance product strategies and customer retention.
  Project Link: [Github](), [Tableau](), [Presentation]()

EDUCATION

- **WorldQuant University (2024)**
  Applied Data Science

- **Purwadhika Digital Technology School (2024)**
  Data Science & Machine Learning
  Final Score : **87.35/100**
  Link : [Certificate]()

- **SMA 109 Jakarta (2019 - 2022)**
  Best Graduate (Highest Overall Score)

LICENSES & CERTIFICATION

- **Accenture North America Data Analytics and Visualization (2024)**
  Link **:** [Certificate]()
  - A simulation as a Data Analyst at Accenture. Modelled and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions. Communicating key insights to clients and stakeholders.

- **DQLAB (2022)**
  Data Analytics (Module-Based)
  Link : [Certificate]()

- **RevoU (2023)**
  Data Analytics Course
  Link : [Certificate]()

SKILLS

- Python Programming Language
- Pandas & Numpy
- Microsoft Excel & Google Sheet
- Data Wrangling
- Data Visualization
- Seaborn
- Matplotlib
- Tableau
- Natural Language Processing (NLP)
- Machine Learning
- Supervised & Unsupervised Learning
- Scikit-learn
- Git & Github
- Looker
- SQL Database & Query
- Database Modeling
- Data Annotation & Labeling