TIKA PUTRI MARSANTI
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PROFILE

Information Systems graduate with a focus on Data Analytics and Machine Learning. Experienced in data cleaning, EDA, data visualization, dashboard development, and predictive modeling using Python, SQL, Excel, Pandas, and scikit-learn. Experienced in developing data projects from data preparation and analysis through to dashboard and application implementation.

EDUCATION

Universitas Mercu Buana – Bachelor's Degree in Information Systems *Aug 2022 – Jul 2026*
West Jakarta, Jakarta

SMAN 101 Jakarta – Science Track (MIPA) *Jun 2019 – Apr 2022*
West Jakarta, Jakarta

TECHNICAL SKILLS

Data Analytics: Data Cleaning, Data Preprocessing, Data Validation, Exploratory Data Analysis (EDA), Feature Engineering, Statistical Analysis, Trend Analysis

Programming & Query: Python, Pandas, NumPy, SQL

Data Visualization & Reporting: Microsoft Excel, Google Looker Studio, Matplotlib, Dashboard Development, Reporting

Machine Learning: Predictive Modeling, Supervised Learning, Unsupervised Learning, Classification, Regression, Clustering, scikit-learn, Model Evaluation

Database: MySQL, Oracle Database

Tools: Git, GitHub, Streamlit

Languages: Indonesian (Native), English (Upper-Intermediate)

PROJECT EXPERIENCE

Bank Marketing Effectiveness Prediction – Data Analyst & Machine Learning

- Performed data cleaning, preprocessing, EDA, and feature engineering on bank marketing campaign data.
- Analyzed customer characteristics, then developed and compared SVC, Random Forest, and KNN models for classification.
- Performed model evaluation, cross-validation, and hyperparameter tuning using accuracy, precision, recall, F1-score, and ROC-AUC.
- Achieved 94% accuracy, 0.94 F1-score, and 0.94 ROC-AUC on test data, and integrated the model into a Streamlit application.

GitHub: github.com/kyshc176/Proyek-Predictive-Analytics

Bike Sharing Analytics Dashboard – Data Analyst

- Performed data cleaning and EDA on a bike rental dataset to identify data patterns and anomalies.
- Analyzed demand based on season, day, weather, and operating hours to generate insights on user behavior.
- Built data visualizations using Matplotlib and an interactive Streamlit-based dashboard with season, day, and hour filters.
- Added a regression model to support analysis and predict bike rental counts.

GitHub: github.com/kyshc176/Bike-sharing-analysis-dashboard

Toddler Growth Monitoring (Pantau Balita) – Data Analyst & Machine Learning *Sep 2025 – Jan 2026*
Universitas Mercu Buana

- Performed data cleaning and exploratory data analysis (EDA) on Posyandu anthropometric data (toddlers aged 0–60 months) to identify growth patterns.
- Applied a Logistic Regression model and Odds Ratio interpretation to measure variables statistically associated with stunting risk in toddlers.
- Compared the performance of Logistic Regression, Logistic Regression with Polynomial Features, and SVM (with SMOTE and Stratified K-Fold Cross Validation) as part of the thesis topic.
- Developed a web application and monitoring dashboard using Laravel and MySQL to support toddler growth data monitoring.

GitHub: https://github.com/kyshc176/posyandu_main

Pension Fund Prediction (Prediksi Dana Pensiun) – Machine Learning *Mar 2025 – Jun 2025*
Universitas Mercu Buana

- Performed data cleaning, transformation, and train-test split to prepare the dataset prior to modeling.
- Analyzed data patterns and variables related to retirement status as a basis for developing the prediction model.
- Developed a machine learning model to predict retirement status and integrated it into a web application to generate automated predictions.

Github: https://github.com/kyshc176/Prediksi-Dana-Pensiun

EXPERIENCE

Machine Learning Cohort – Remote *Feb 2025 – Jun 2025*
Coding Camp powered by DBS Foundation | Jakarta

- Applied supervised and unsupervised learning algorithms, including Linear Regression, Decision Tree, Random Forest, and K-Means, across various data analysis case studies.
- Developed predictive analytics projects using Python, Pandas, scikit-learn, and Matplotlib, covering data exploration, preprocessing, feature engineering, and model evaluation.
- Collaborated on capstone project development, from data cleaning and preprocessing through modeling, evaluation, and model implementation.

Internal Secretariat Staff *Jan 2025 – May 2025*
Kembangan Subdistrict Office | Kembangan, Jakarta

- Entered and managed incoming mail and invitation data, ensuring accuracy, completeness, and data consistency.
- Managed and archived administrative documents in a systematic and structured manner to facilitate information retrieval and management.
- Coordinated agendas and inter-departmental communication to support smooth administrative processes and office operations.

Freelance Data Entry & Coaching Clinic
Ministry of Education | Senayan, Central Jakarta

- Performed data entry and data validation on participant data, ensuring accuracy, completeness, and consistency of information.
- Managed participant administration and activity documentation, and coordinated with the organizing team to support smooth event operations.

ORGANIZATIONS & COMMUNITIES

Member – Pemimpin.id Community (Remote) *Jan 2025 – Jun 2025*

- Served as a facilitator in community activities and member leadership development programs.
- Participated in training and workshops to develop communication, collaboration, and leadership skills.

Event Committee – Information Systems Department Talkshow *Dec 2022 – Feb 2023*
Universitas Mercu Buana

- Supported event planning and execution through logistics and team coordination.
- Helped ensure the event ran according to plan and met the activity requirements.

CERTIFICATIONS & ACHIEVEMENTS

- **Google Advanced Data Analytics Professional Certificate – Coursera**
- **Oracle Database Design and Programming**
- **BNSP – Software Engineering Competency Certification**
- **Bronze Medal – National Innovation Week 2025**