

DAFFA FAZLY RASHIDAN

DATA SCIENCE / ANALYTICS / BUSINESS INTELLIGENCE

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PROFILE

Data Science graduate from Universitas Negeri Surabaya with hands-on experience in data analytics, ETL pipeline development, data warehousing, business intelligence, and machine learning. Experienced with Python, SQL, PostgreSQL, Tableau, Power BI, and Pentaho through public-sector internship and industry-based training. Co-author of an IEEE-indexed international publication with a strong interest in transforming complex data into clear, actionable insights.

WORK EXPERIENCE

Social Economic Accelerator Lab (SEAL) - Diskominfo Provinsi Jawa Timur | Data Analyst Intern Mar 2025 - Jul 2025

- Built ETL pipelines and performed data cleaning using PostgreSQL and Pentaho for government datasets.
- Developed executive dashboard datasets for Majadigi (Majapahit Digital) to support strategic decision-making.
- Conducted data validation, transformation, and quality assurance, and integrated data from multiple government agencies into a centralized data mart.
- Collaborated with cross-functional teams to deliver data-driven insights for public-sector digital initiatives.

RESEARCH & SELECTED PROJECT

Final Thesis - Public Sentiment Dynamics of the Makan Bergizi Gratis Program Using IndoBERTweet 2026

- Collected and analyzed more than 126,000 posts from Platform X and developed a multiclass IndoBERTweet sentiment classification model.
- Applied text preprocessing, data balancing, and hyperparameter tuning; achieved 82.4% accuracy and 82.4% macro F1-score.
- Analyzed sentiment dynamics across three implementation phases to identify changes in public perception over time.

Chinook Dashboard - Sales and Performance Analytics

- Developed a business analytics dashboard focused on sales trends, product performance, sales-team effectiveness, customer satisfaction, revenue optimization, and strategic decision support.

EDUCATION & PROFESSIONAL DEVELOPMENT

Universitas Negeri Surabaya | Bachelor's Degree in Data Science, GPA 3.68/4.00 Jul 2022 - Jul 2026

Focus: Machine Learning, Data Analytics, Data Engineering, Artificial Intelligence, and Business Intelligence.

Celerates Acceleration Program - Data Analyst & Business Intelligence | Final Score 91.63/100 Aug 2024 - Dec 2024

- Developed ETL workflows using Pentaho Data Integration; built SQL queries and managed relational databases using PostgreSQL.
- Designed interactive dashboards using Tableau and Power BI and applied business analytics techniques to real-world case studies.

PUBLICATION & LEADERSHIP

IEEE-indexed International Publication - Co-author 2024

"Utilizing Usability Testing for User Interface: A Case Study of the UNESA Mobile Academic Application." Conducted usability evaluation, analyzed user experience, and contributed to improving mobile application interface quality.

Himpunan Mahasiswa Sains Data Unesa | Public Relations Division Feb 2024 - Jan 2025

- Helped organize Academic Competition of Data Science (ACTION 2024), attracting more than 200 teams and 500+ participants.

TECHNICAL SKILLS

Programming: Python, SQL, R | **Data & ML:** Pandas, NumPy, Scikit-learn, PyTorch, TensorFlow, NLP, Machine Learning, Deep Learning

Data Engineering: ETL, Data Cleaning, Data Wrangling, Feature Engineering, PostgreSQL, MySQL, Pentaho, Data Warehousing | **BI &**

Visualization: Tableau, Power BI

Tools: Git, GitHub, Jupyter Notebook, Google Colab, Visual Studio Code | **Languages:** Bahasa Indonesia, English