

Fityan Hanif Assalmi

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PERSONAL PROFILE

Junior Data Scientist with a Data Science degree (GPA 3.87/4.00) and hands-on experience in NLP, sentiment analysis, time-series forecasting, predictive modeling, and model evaluation. Experienced in building Python-based analytical workflows using Pandas, Scikit-learn, TensorFlow/Keras, Statsmodels, and dashboard-based model communication. Strong at turning unstructured text, engagement data, and forecasting outputs into explainable insights and recommendations.

TECHNICAL SKILLS

- Data Science: Machine Learning, Deep Learning, NLP, Sentiment Analysis, Time-Series Forecasting, Predictive Modeling, Model Evaluation
- Programming: Python, SQL, R, Pandas, NumPy, Scikit-learn, TensorFlow/Keras, Statsmodels, Matplotlib, Seaborn
- Analytics & BI: Exploratory Data Analysis, Statistical Analysis, Data Storytelling, Power BI, Tableau, Looker Studio, Advanced Excel
- Data Tools: ETL, Pentaho, Data Warehousing, MySQL, Oracle, MongoDB, Google Analytics, GitHub, Streamlit, Jira

WORK EXPERIENCE

Biro Hubungan Masyarakat dan Kerja Sama Luar Negeri - Sekretariat Jenderal Kementerian Kehutanan

Data Analyst- NLP & Predictive Modeling Analytics (Contract)

April 2025 - April 2026

- Analyzed 100,000+ YouTube and multi-platform social media comments using Python and NLP techniques to identify sentiment trends, recurring themes, and public response patterns.
- Built data preparation workflows to extract, clean, structure, and validate high-volume unstructured text and engagement metrics for modeling and dashboard-ready analysis.
- Developed sentiment analysis and predictive analytics workflows using historical engagement metrics to forecast audience response trends and communication risks.
- Communicated model-driven findings through Power BI dashboards and analytical recommendations for management reporting and stakeholder decision making.

PT. Monster Group

Data Analyst Intern - Machine Learning & Time-Series Forecasting

July 2022 - January 2023

- Built an LSTM-based time-series forecasting model using 361 days of Google Analytics and Google Trends data to predict SEO keyword and web traffic trends.
- Cleaned, transformed, and prepared daily traffic/search trend datasets with Python, including scaling, sequence generation, and train-test splitting.
- Used ACF/PACF analysis with Statsmodels to evaluate temporal patterns and optimize lag selection, achieving 0.0062 RMSE on normalized test data.
- Produced 7-day keyword trend forecasts and dashboard reporting to support SEO planning, contributing to a 10% increase in organic website traffic.

SELECTED PROJECTS

- Supply Chain Risk Intelligence: Built a Python dashboard to analyze late delivery risk, fulfillment performance, profitability, and customer segments from 180K+ supply chain orders. ([View Dashboard](#))
- TikTok Shop Sentiment Analysis: Developed a sentiment analysis workflow for customer reviews to identify positive drivers, complaints, and product improvement insights. ([View Dashboard](#))
- LSTM SEO Keyword Forecasting: Published forecasting project using LSTM to predict MonsterMAC keyword trends, achieving 0.0062 RMSE on normalized test data. ([View Github](#))
- Brand Crisis & Sentiment Analytics: Aqua vs Le Minerale: Built an interactive dashboard to analyze trust gap, content gap, and share-of-voice patterns from digital brand conversations. ([View Dashboard](#))

EDUCATION, PUBLICATION & CERTIFICATIONS

Universitas Pembangunan Nasional "Veteran" Jawa Timur - Bachelor of Data Science

March 2020 - July 2024

- GPA: 3.87/4.00 | Thesis: LSTM-Based SEO Keyword Forecasting for MonsterMAC | Coursework: Machine Learning, Deep Learning, NLP, Time-Series Forecasting, Business Intelligence, Regression Analysis, Data Mining.
- Publication: Analisis Prediksi Kata Kunci Situs Web MonsterMAC dengan Metode Long Short-Term Memory (LSTM), Jurnal Teknologi Terpadu (SINTA 3). ([Read Publication](#))
- Copyright: LSTM-Based SEO Keyword Forecasting for MonsterMAC, Kementerian Hukum dan HAM RI, No. 000651100. ([View Certificate](#))
- Certification: Junior Web Programmer - Badan Nasional Sertifikasi Profesi (BNSP), 2022. ([View Certificate](#))