

Willsen Wijaya

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EXECUTIVE SUMMARY

Recent Information Systems graduate specializing in Big Data Analytics with hands-on experience in the banking industry delivering data analytics, ETL development, SQL development, reporting automation, and machine learning projects. Experienced in building automated reporting pipelines, business intelligence solutions, and predictive models using Python, SQL, SSIS, SSRS, and Power BI. Proven ability to translate business requirements into data-driven solutions that improve reporting efficiency, support decision-making, and deliver measurable operational value.

EDUCATION

Bachelor of Information Systems, Universitas Multimedia Nusantara 2022 – 2026

- GPA: 3.91 /4.0
- Relevant Coursework: Big Data Analytics, Probability & Statistics, Data Visualization, Database Systems, Data Modelling, Machine Learning, Deep Learning.

WORKING EXPERIENCES

Data Analyst Intern | PT Bank Central Asia Tbk (CDG – OSS) Feb 2025 – Jul 2025

- Engineered a dynamic Customer Survey Dashboard (covering CSI, NPS, and CSAT) using Power BI and Python for robust data preprocessing, completely replacing manual Excel-to-PowerPoint workflows to uncover customer pain points and accelerate data-driven decision-making for the executive management team.
- Automated recurring data extraction pipelines from HaloReport using Microsoft Power Automate and Python, successfully reducing manual data retrieval time from 3-4 hours to under 1 hour.

Data Analyst Intern | PT Bank Central Asia Tbk (GSIT – MIS) Aug 2025 – Feb 2026

- Built end-to-end automated ETL and reporting solutions using SSIS and SSRS, transforming manual report generation and distribution processes into self-service web-based reporting platforms where stakeholders could access up-to-date reports directly through web links with automated data refreshes across 5 business reporting domains.
- Built ASP.NET endpoints and integrated APIs into the OutSystems-based Internal application for FAQ, reporting, and BPRO workflows, supporting request tracking, monitoring, and role-based information access.

SKILLS

Languages: Indonesian (Native), English (Intermediate)

Technical Skills: Python, SQL, Power BI, Tableau, SAS, SSIS, SSRS, Power Automate, OutSystems, TensorFlow

Core Competencies: Data Analysis, ETL, Reporting Automation, Data Visualization, Dashboard Development, Machine Learning, Deep Learning

Soft Skills: Analytical Thinking, Collaboration, Problem Solving

CERTIFICATIONS

- **IBM - Python for Data Science, AI & Development** Nov 2025
- **PASAS® - Certified International Specialist in Data Modelling (CISDM)** Mar 2026

ORGANIZATIONAL EXPERIENCES

Secretary | Seminars of Information Systems 2023

Oct 2023

- Managed administrative duties and coordinated communication for the seminar "An Engineer in Design Team," attended by 200 participants.

Liaison Officer | Fortitude Championship 2023

Sep 2023

- Facilitated smooth communication and protocol compliance between committee and participants during an e-sports competition.

PROJECT

Customer Churn Analysis in the Banking Industry

2024

- Developed and compared multiple machine learning models to predict customer churn in the banking industry, using Gradient Boosting, Random Forest, Decision Tree, SVM, Neural Network, and Bayesian Network.
- Achieved the best result with Gradient Boosting (86.88% accuracy) and identified Age as the most significant churn factor to support retention strategy development.

Waste Classification Using MobileNetV2 with Fine-Tuning

2024

- Developed a waste image classification model using MobileNetV2 with fine tuning, achieving 85.56% accuracy on a 12-class dataset of 6,000+ images, using data augmentation and early stopping, and deployed it as a real-time Streamlit web app.

Interactive Customer Survey Dashboard Using Power BI & Python – BCA

2025

- Developed an interactive dashboard to visualize BCA customer telesurvey data (CSI, NPS, CSAT), using Python for data preprocessing and Power BI for dynamic, drill through visualizations, and period-comparison views to support faster service performance analysis.
- Replaced manual Excel-to-PowerPoint style reporting with a more structured and user-friendly dashboard.

HaloReport Data Extraction Automation Using Power Automate & Python – BCA

2025

- Automated recurring data extraction from HaloReport using Microsoft Power Automate and used Python to merge and preprocess extracted files, reducing manual effort and reporting delays.
- Improved operational efficiency by reducing data retrieval time from around 3 – 4 hours to under 1 hour.

ETL & Reporting Pipeline Development Using SSIS & SSRS – BCA

2026

- Built end-to-end ETL pipelines in SSIS and SQL queries, including data extraction, transformation, staging table creation, final table generation, validation, and automated report distribution via email and internal web portal deployment for easier user access.
- Created and deployed SSRS reports with standardized tabular layouts, parameters, and reporting formats for multiple business use cases, including collateral, loans, KUR, intraday liquidity, and Beehive.

Cryptocurrency Price Prediction Using LSTM, GRU & XGBoost with Macro-Financial Indicators

2026

- Built a multivariate time-series forecasting pipeline to predict next-day Bitcoin and Ethereum prices using historical crypto data and macro-financial indicators (Gold, US Dollar Index, and S&P500) with LSTM, GRU, and XGBoost.
- Evaluated two feature scenarios and deployed the best-performing GRU model in a Streamlit web application for interactive forecasting, achieving MAE 2,907.54 and MAPE 3.13% for Bitcoin, and MAE 110.35 and MAPE 3.52% for Ethereum.