

Esha Sovolina Sastradiwiry

+6285890623667 | elsha.sovolina@gmail.com

LinkedIn : [Esha Sovolina Sastradiwiry](#) | [Portfolio](#) | Jakarta

About Me

I am a detail-oriented Data Analyst / Software Engineer with over 19 years of experience in system development and data management. I excel at building and maintaining scalable data pipelines across various sectors, including plantation management, media, and logistics, using SQL, Application framework, spreadsheet, csv and JSON. I designed a master-data system that enhances report reliability for budgeting and forecasting, significantly reducing errors from outdated data. With strong problem-solving skills and clear communication, I am equipped to support data-driven decisions. My recent upskilling at RevoU further strengthens my ability to enhance data infrastructure and reporting.

Education

Bina Nusantara

Bachelor of Information Technology

GPA:3.19/4.00

Sep 2001 – Apr 2005

RevoU

Full-stack Data Analytics

Completed the program, gaining comprehensive skills in data analysis, visualization, and reporting using tools such as Spreadsheet, SQL, Python, Tableau, and Power BI.

Jun 2025 – Sep 2025

Working Experiences

Application Developer Coordinator, Makin Group - Palm Oil Plantation (under Artindo Design) Jun 2012 – Mar 2025

- Updated transaction and reporting modules with delphi and oracle to support new SOPs for salary, bonus, and overtime workflows while preserving historical transaction integrity, ensuring past printed reports remained consistent.
- Updated the harvest-quality module with a new SOP using Delphi, including creating new transaction tables on Oracle and updating reports by quick reports. increasing output by 10% and boosting loose palm fruit collection by 20%.
- Implemented employee data validation in application using Delphi and Oracle database to prevent duplicate salary payments, enhancing payroll accuracy and enabling reliable budgeting and forecasting based on harvest results.
- Built a configurable reporting tool using Delphi and Quick Reports, enabling department-specific exports and reducing file complexity for tailored operational reports on harvest, yield, maintenance, accounting, and labor performance.

Senior Developer, Femina Group - Magazine

May 2009 - Jun 2012

- Planned workflows, designed and developed database structures, and built a system using ASP.NET and SQL Server 2000 to support daily worker administration.
- Develop and manage magazine commercial transactions apps using Visual Basic 6.0 and SQL Server 2000 and ensure accurate activity tracking status in every commercial agreement recorded.
- Designed and maintained applications for event operations, such as during Jakarta Fashion Week with .NET Framework, where the system verified invitations and generated personalized name tags, ensuring only valid guests could enter.

Project Experiences

Shopamore Buyer purchase behaviour analysis, Shopamore

Sep 2025

- The project's primary objective was to address a significant 27% decline in sales, which dropped from \$116.08K in July to \$84.27K in October.
- Cleaned and transformed a 10-month transaction-level dataset (Jan–Oct 2021) using Python (pandas), handling missing values, duplicates, and datatype inconsistencies, ensuring 100% data integrity for analysis.
- Developed an issue tree using structured problem-solving methodology, defining three key performance metrics: Buyer Rate, Repeat Purchase Rate, and Multi vs. Single Transaction Items/Categories, which streamlined analysis.
- Analyzed key metrics using SQL, Python, and spreadsheets, uncovering that retention rates dropped from 18.2% to 1.8%, identifying the first month as critical for repeat engagement.
- Visualized findings through an interactive Tableau dashboard, highlighting retention trends and sales performance, which improved stakeholder understanding and decision-making speed.
- Proposed eight strategic recommendations based on insights, including a loyalty program implementation aimed at boosting repeat purchases by 10% within six months.

PeopleU Funnel analysis, PeopleU

Dec 2025

- Performed end-to-end sales funnel analysis (3,397+ leads) using SQL (BigQuery) and Tableau, identifying key conversion bottlenecks and a 26% Deal Won rate.
- Identified mid-funnel stages (approach–discussion–offer) as the largest drop-off drivers across industries and acquisition channels.
- Evaluated acquisition performance and confirmed CPC as the most cost-effective session source for winning deals.
- Provided data-driven recommendations to improve sales conversion, including follow-up optimization and post-offer price negotiation.

RevoFin Loan Analysis, RevoFin

Jan 2026

- Conducted a full loan portfolio health assessment using cohort analysis to evaluate credit quality, risk concentration, and borrower characteristics across vintages using SQL (MySQL) and Tableau.
- Defined Normal vs. Problem loans using TKB30 and delinquency status, enabling clear separation of healthy and at-risk cohorts by issue year.
- Found that post-2016 cohorts achieved strong growth with sharply lower TKB30, indicating materially improved underwriting and credit strategy.
- Identified risk concentration by income level, interest rate, home ownership, and loan purpose, showing that risk was segment-specific rather than systemic.
- Recommended segment-based underwriting controls, exposure caps, and early-warning monitoring to sustain growth while controlling concentrated credit risk.

RevoU x Telkom Indonesia Virtual Internship, Reporting Deck, OCA Indonesia

Jan 2026

- Designed an interactive executive dashboard to monitor performance across WhatsApp, SMS, Email, and Call channels for daily operational and management reporting.
- Developed core KPIs including delivery success rate, failure rate, message volume, revenue contribution, and SLA health by channel.
- Analyzed time-based patterns (hourly, daily) to identify peak traffic periods and operational risk windows.
- Highlighted channel-level inefficiencies, with WhatsApp driving scale and revenue while Call showed low volume and high failure rates.
- Delivered business-ready insights and recommendations to support SLA improvement, channel optimization, and capacity planning.

RevoU x Telkom Indonesia Virtual Internship, User Behaviour, OCA Indonesia

Jan 2026

- Analyzed user-level messaging behavior across channels to understand usage intensity, dependency risk, and revenue concentration.
- Identified top user dominance, where a small number of users contributed a disproportionate share of message volume and revenue.
- Evaluated user preferences by channel to distinguish high-frequency transactional users from low-volume or exploratory users.
- Used lookback days and activity filters to track short-term vs. long-term engagement trends and behavioral shifts.
- Recommended user segmentation and diversification strategies to reduce concentration risk and stabilize platform usage.

Additional Information

Technical Skills : Data Analysis, Data Cleansing, Statistics, Dashboard design, SQL, Extract, Transform, Load (ETL), Python, Delphi, ASP, Javascript, HTML, C#, Basic, VBA.

Tools : MySQL, Oracle, SQL Server, Google Big Query, Google Colab, Code Gear, NetCore, Visual Basic, Tableau, Power BI, Excel/Spreadsheet.

Soft Skills : Great communication, Problem-solving, Teamwork, Leadership, Fast Learner, High Adaptability, Detail Oriented.