

# Ignatius Harry Cahiadharma 柯昱安

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Data Analyst with experience across Singapore, Taiwan, and Indonesia, applying computational social science approaches to analyze online public opinion, information diffusion, and social behavior. Skilled in supervised and unsupervised machine learning, NLP, LLM, RAG, ETL/ELT pipelines, SQL, data modeling, Python and R, managing 1M+ records from multi-source datasets. Experienced in translating large-scale data analysis into research and operational insights, with proven impact in +20% product growth and -70% reporting workload through automated and data-driven systems.

## EDUCATION

**NATIONAL CHENGCHI UNIVERSITY 政大** (*Fully Scholarship*) Taipei, Taiwan  
*Master of Arts in Applied Economics & Social Development, CGPA: 4.26/4.3* ([Transcript](#)) 2023–2025  
**Relevant Coursework:** *Big Data for Social Analysis, Causal Inference & Data Science in Economics, Local Public Finance, Business Data Analytics: Python, Data Analysis for Sustainable Development, Applied Econometrics/Microeconomics/Macroeconomics, Digital Media and E-Marketing, 華語-特別班應用華語*

**NATIONAL TAIWAN NORMAL UNIVERSITY 師大** (*Fully Scholarship*) Taipei, Taiwan  
*Non-Degree Program, Chinese Language and Literature* 2022 – 2024

**PARAHYANGAN CATHOLIC UNIVERSITY (UNPAR)** (*Partial Scholarship*) Bandung, Indonesia  
*Bachelor of Management, CGPA: 3.54/4.00* (Cum-Laude) ([Academic Transcript](#)) 2018 – 2022  
**Relevant Coursework:** *Finance, Financial Accounting, Quantitative Business Analysis, Market Research, Marketing, Strategic Management, Risk Management, Business Statistics, Business Feasibility & Viability*

## SKILLS

**Language** : English (*Professional working proficiency*), Chinese (daily workplace use), Native Indonesia  
**Programming** : R (econometrics packages), Python, SQL (PostgreSQL, MySQL), JavaScript  
**Tools** : BI tool (Looker Studio), Microsoft Excel (Pivot, Vlookup, etc.), A/B Testing, Dashboarding

## WORKING EXPERIENCES

**Data Analyst** Sept 2025 – Present  
[信傳企業有限公司](#) Kaohsiung, Taiwan

- Optimized ETL/ELT data lake pipelines (PostgreSQL) and integrated data from MySQL, AppsFlyer, Meta Ads, TikTok Ads for accurate analytics and dashboards.
- Analyzed user journeys (install → register → add to cart → purchase) across OS and languages to improve marketing and product strategies.
- Built automations in Ragic (CRM/ERP database platform) using JavaScript and optimized Google Apps Script workflows to enhance CS operations and reduce NPL monitoring time.
- Created Python automation that accelerated monthly reporting and reduced manual errors by streamlining data processing.

**Teaching Assistant - Introduction to AI**, Prof. Chung-Pei Pien (中佩卡) Feb 2025 – June 2025  
[National Chengchi University \(政大\)](#) Taipei, Taiwan

- Mentored 40+ students in applying Python, data analytics, and machine learning (DNN, CNN, RNN), and Transformer model to solve real-world business problems using AI-driven insights.
- Led AI projects involving NLP (LLM), MongoDB, API integration, and RAG pipelines to extract and analyze data for system automation and decision-making.

**Market Analyst Intern** Nov 2024 – March 2025  
[The Economist Group: Clearstate](#) Singapore (Remote)

- Analyzed global healthcare and IVD/med-tech trends, conducting APAC-wide market sizing and building financial models for Roche and major competitors using mixed-method quantitative and qualitative research.
- Led 10+ interviews with KOLs, laboratories, and multinational IVD companies to gather expert perspectives on histopathology markets across APAC.
- Cleaned, mapped, and analyzed import data of +500,000 total data using Python and automation in Excel.

**Teaching Assistant - Statistics**, Prof. Ping-Yin KUAN (關秉寅) Sep 2024 – Jan 2025  
[National Chengchi University \(政大\)](#) Taipei, Taiwan

- Guided 50+ students in statistical analysis using R, assisting with grading, coursework, and practical data-driven problem-solving.

**Brand Marketing Strategy** ([Link](#)) Feb 2022 – May 2022  
[Ruangguru](#) Jakarta, Indonesia

- Managed marketing pushes for marketing campaigns across all channels, including but not limited to social media, digital ads, banners, community, CRM, web/blog, SEO & SEM, and influencers.
- Created over 90+ marketing brief campaigns and 20+ content concept briefs for [SkillAcademy's](#) Google Display and YouTube ads with CTRs of 0.39% - 1.01% and 0.20% - 0.54%, respectively.

#### Business Project Consultant ([Link](#))

Aug 2021 – Dec 2021

*Asuransi Astra*

*Jakarta, Indonesia*

- Increased employer branding effectiveness by 20% by identifying optimal marketing channels using a design thinking approach and translating business needs into actionable insights.
- Ensured 100% on-time completion by refining processes and system requirements through cross-functional collaboration and structured project management.

### DATA PROJECT EXPERIENCES

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#### [The Study of the Relationship Between Trump's Social Media Posts and Bitcoin Returns During the 2024 U.S. Presidential Election with A Large Language Model Analysis](#) | *Python, R, Git* 2025

- Using machine learning to analyze the causal impact of Trump's sentiment posts on Bitcoin's price.

#### [Regional Tourism Dynamics in Indonesia \(2018-2020\)](#) | *STATA, R, Git* 2023

- Analyzed tourism's impact on economic performance and unemployment across 34 provinces, applying the TSA framework, fixed-effects, & spatial analysis (SAR, K-Means), achieving an R<sup>2</sup> of 79%.

#### [Social Capital Loss and Suicide Rates in the U.S. \(2000-2022\)](#) | *R, Git* 2023

- Examined 71,392 observations to investigate suicide rates and social capital loss, using fixed-effects regression and Pearson correlation, identifying strong links with increasing hate groups.

#### [Analysis of Trump's Tweeting Behavior](#) | *R, Git* 2023

- Explored behavioral differences in Trump's tweets, analyzing patterns across iPhone vs. Android usage.

#### [Taiwan's Political Alignment Analysis](#) | *R, Git* 2023

- Compared electoral regions (2000 vs. 2024 presidential elections) by aggregating district-level vote counts, calculating vote share percentages, and identifying political shifts.

#### [Brand Health Case Study by NielsenIQ](#) | *Excel, Git* 2022

- Assessed e-wallet brand performance through survey data, conducting a SWOT analysis and providing data-driven marketing recommendations.

#### [Undergraduate Thesis: The Influence of Brand Awareness and Perceived Quality Towards Intention to Use Resso Application on Gen-Z in Indonesia](#) | *Excel, SPSS* 2021-2022

- Conducted a quantitative market analysis on 200+ Gen-Z users, finding that brand awareness and perceived quality significantly influenced app adoption.

### ORGANIZATIONAL EXPERIENCES

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#### Head of Public Relations and Information Communication, UNPAR Student Senate ([Link](#)) 2021 – 2022

- Elected with 93% of votes (452/485), showcasing leadership and stakeholder engagement.
- Led weekly routine meetings with department heads and faculty to report and address student aspirations.
- Managed multi-channel communications, boosting senate visibility with 2,795+ views on [Youtube](#) and increased engagement on LINE/Instagram.

#### Staff of Research & Data Division, Student Executive Board of UNPAR ([Link](#)) | *Excel* 2020 – 2021

- Served as Head of Research End of Term & Data Researcher for Parahyangan Exploration I – IV.
- Collected, processed, and visualized data from **7,000+ students** within 3 days using Google Forms and Excel (VLOOKUP, Pivot, COUNTIF, etc) to support campus policy development and recommendations.
- Advocated for student financial relief, securing a IDR 500,000 tuition fee reduction during the pandemic through data-driven policy recommendations ([Campus Report](#)).

### HONORS & AWARDS

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- **2-Year Full International Student Scholarship, NCCU OIC, Taiwan** 2023-2025
- **The Awardee Huayu Enrichment Scholarship (HES), Ministry of Education in Taiwan ([Link](#))** 2022  
a competitively awarded international scholarship for studying the Mandarin language (中文) in Taiwan.
- **1st Place in Final Project LEAP Batch 3 for Marketing and Commercial, Ruangguru ([Link](#))** 2022  
Ranked #1 among 14 groups in a competitive case competition.
- **The Awardee of MTF Friend Scholarship, Mandiri Tunas Finance ([Link](#))** 2022  
Achieved academic recognition as one of 25 honored recipients, the sole awardee from a private university.
- **The Awardee of Astra 1<sup>st</sup> Scholarship and Development Program, Astra International ([Link](#))** 2021  
Accomplished to be one of 27 honored awardees out of 4,400 applicants with a 0.61% acceptance rate.
- **Top 5 National Business Competition, Budi Luhur National Competition ([Link](#))** 2021  
Resolved the "Enjoy Jakarta" case for Jakarta Tourism and Culture Office to boost tourist numbers.
- **The Awardee of Leadership & Academic Scholarship, UNPAR ([Link](#))** 2019-2021  
Elected to the Student Senate in 2021 and ranked Top 3 GPA in 2019/2020.

### CERTIFICATIONS

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Data Analysis: Business Intelligence & Data Analyst (BIDA®) by CFI, FULLSTACK BOOTCAMP by MySkill, Machine Learning with Tree-Based Models in R, Time Series Analysis in R, Investment by The Indonesia Capital Market Institute (TICMI)