

Reza Sugiarto

+6285747567506 • reza.sugiarto@gmail.com • rzsgt.github.io • linkedin.com/in/reza-sugiarto/

Experience

Mekari

Jakarta, Indonesia

Mekari is one of the biggest Indonesian cloud-based business management solutions with 35.000 clients, 1 million users and handled around 9 trillion transactions. Its products include accounting software, payroll management, HR management, Customer Relationship Management, and more.

Data Science and AI Lead

July 2024 – Now

Senior Data Scientist

March 2022 – June 2024

Key Project:

- **User Behavior Analysis and Product Enhancement Initiative**
 - Collaborated with product managers and product researchers to analyze user behavior, informing the development of feature initiatives and product enhancements.
- **Churn Prediction and Client Engagement Optimization**
 - Designed and implemented a churn predictive model to support the after-sales team for two Mekari products.
 - Achieved an average 1% reduction in client churn rate within a three-month timeframe.
 - Achieved client engagement by 2% using prescriptive analytics employed by the after-sales team.
- **LLM-Based Feature Innovation and Development**
 - Leveraged publicly accessible large language model (LLM) APIs to enhance Mekari product features.
 - Led the development and deployment of the feature, coordinating with cross-functional teams to ensure seamless integration with existing systems and alignment with user needs.
 - Achieved a 27% user adoption rate for an HR management feature with text-to-data capabilities.
 - Achieved a 45% adoption rate for an omnichannel chat feature with paraphrasing and summarizing capabilities.
 - Successfully fine-tuned an open-source LLM using the Hugging Face framework for a specific internal use case.
- **Data Science and AI Initiative Leadership and Delivery**
 - Managed team projects, ensuring alignment with strategic goals and timely completion.
 - Facilitated team collaboration and provided technical support to resolve issues efficiently.
 - Contributed to the AI Team's Center of Excellence by sharing best practices and driving continuous improvement.

Technologies: Python, SQL (Postgresql), AWS, Airflow, Git, Tableau, Docker, Scikit Learn, Hugging Face, Seldon, Langchain, OpenAI

Pacmann.ai

Jakarta, Indonesia

Pacmann.ai (now Valiance.ai) is a consulting firm that focuses on solving business problems through machine learning solutions and artificial intelligence.

Data Scientist (part-time)

November 2020– September 2021

Key Project:

- **Python Instructor for Introductory Course**

- Served as a substitute instructor for an introductory Python course, delivering lectures and guiding students through hands-on coding exercises.

- **Collaborative Development of Anomaly Detection and Data Reliability Models for B2B E-commerce**

- Collaborated with other data scientists to develop an anomaly detection model for transaction data, identifying irregularities and outliers to prevent potential fraud.
- Collaborated with other data scientists to design and implement a data reliability model for transaction data, ensuring consistency and reliability of critical data streams to support effective decision-making.

- **Collaborative Development of Named-Entity Recognition and Event Extraction Model Development**

- Built and collaborated with linguists to develop and improve a Named-Entity Recognition (NER) model, focusing on accurate identification and classification of entities within text data.
- Conducted research on event extraction tasks and developed proof-of-concept (POC) implementations.

Technologies: Python, AWS, Git, Docker, Tensorflow

Alodokter

Jakarta, Indonesia

Alodokter is an Indonesian digital health platform that provides a range of healthcare services, including telemedicine consultations, health information, appointment scheduling, and medicine delivery with more than 30 millions active users every month.

Junior Machine Learning Engineer

November 2019– March 2022

Key Project:

- **Intent Classification Optimization for Medical Chatbot**

- Maintained the intent classification service by developing a dashboard to monitor model performance, updating production code to address issues, and implementing data versioning practices.
- Enhanced model performance by approximately 27% and automated 65% of incoming chat interactions through research and improvements in intent classification models.
- Successfully ensured the stability and reliability of the intent classification service, maintaining operational excellence and preventing critical errors.

- **Predictive Modeling for Insurance Marketing Conversion Optimization**

- Built a predictive model to enhance targeting strategies and reduce costs.
- Achieved a 1% improvement in conversion rate by utilizing the predictive model for the insurance marketing team.
- Monitored and refined the model based on performance metrics to ensure relevance in targeting potential customers.

- **Automated Model Retraining Pipeline Development**

- Successfully developed an automated retraining pipeline for continuous model improvement, significantly reducing manual intervention and ensuring the model remains up-to-date.

Technologies: Python, SQL, GCP, Git, Docker, Tensorflow, Google Data Studio (Looker Studio), Scikit Learn

Danabijak

Jakarta, Indonesia

Danabijak is an online collateral-free loan service providing microloans to individuals across Indonesia. Danabijak simplifies loan applications, ensuring quick, fair, and transparent service, while aiming to empower Indonesians financially and prioritizing transparency and flexibility.

Junior Data Scientist

November 2018– November 2019

Key Project:

- **Comprehensive Dashboard and Data Source Development for Strategic Stakeholders**
 - Developed a comprehensive dashboard for the Chief Risk Officer, Marketing, and Operations teams to use in decision-making and tracking key performance indicators.
 - Established data validation processes to ensure accuracy and reliability of the dashboard's information.
- **Automated Reporting System Implementation for Government Compliance**
 - Successfully implemented automation for the monthly reports to the Indonesian Financial Services Authority, eliminating manual effort.
- **Credit Scoring Model for New Customer Segment Development**
 - Collaborated with the Chief Risk Officer to build credit scoring models for new customer segments.
 - Enhanced the first payment date metric by approximately 5% using the credit scoring model developed for new customer segments.

Technologies: Python, SQL (Postgresql), Metabase, Scikit Learn

Education

University of Indonesia

Jakarta, Indonesia

Bachelor degree, Physics. System and Instrumentation Physics

2014 - 2018

Final project: *Study on Venation Visualization System using Hyperspectral Images and Multi-Layer Perceptron Classifier (DOI 10.1109/ISRITI48646.2019.9034557)*

Activities: Electronic and Embedded Systems Lab Assistant, Member of Hyperspectral Imaging Lab, Volunteered as a Teacher at an Elementary School.

Publication

- Local Culture and Extracurricular activities (Essay) — presented April 2017 at National Education Symposium by Gerakan Universitas Indonesia Mengajar Batch 6.
- Study on Venation Visualization System using Hyperspectral Images and Multi-Layer Perceptron Classifier — 2019 International Seminar on Research of Information Technology and Intelligent Systems (ISRITI) — DOI 10.1109/ISRITI48646.2019.9034557

Participation

- Oxford Machine Learning Summer School 2022 (Online) - OxML Health Track.