

Johanes Paulus Bernard Purek

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Summary

Aspiring AI Engineer with a solid foundation in business intelligence analysis and machine learning. Currently a final-year Information Systems student at Universitas Brawijaya with diverse hands-on experience in data analytics, business process automation, and digital transformation strategy. Proficient in SQL, Excel, Python, Looker Studio, with recent project in visualizing customer segmentation reports to transforming the end-to-end digital process flow for a lecturer certification system. Passionate about learning various fields and collaborating across dynamic teams to deliver data-driven strategies that drive business needs especially in business, manufacturing, and finance industry.

Experience

Laboratory Teaching Assistant

Faculty of Computer Science

Malang

Feb – Dec 2024

- Facilitated Database Administration with IBM DB2 and Advanced Programming with Java coursework weekly lab session to over 75 students, covering more than 20 topics including database management and software development.
- Achieved students average final score at 90 plus by created materials with more than 10 lecture presentations, designed 3 sets of HackerRank-based practice & exams, and assist minimum 2 plus weekly hands-on lab sessions. [\[Link\]](#)

Education

Universitas Brawijaya

Majoring in Information Systems – GPA: 3.82 out of 4.00

Malang

Aug 2022 – Present

- Relevant Coursework: Advanced Programming, Basic Database, Business Process Modelling, Capstone Project, Database Administration, Data Analysis, Data Warehouse, Digital Transformation Strategy, Enterprise System, Financial Management, Statistics. [\[Link\]](#)

Project

- **Marketing Analytics by Segmenting & Predicting Customer Behaviour**, Self Project, [\[Link\]](#), 2025
Built customer segments with profiling by using RFM and K-Means, then predicted campaign performance response with 96% accuracy. Delivered insights via interactive dashboard and recommended targeted promotional strategies.
- **Home Credit Scorecard Model**, PBI: Data Scientist - Home Credit Indonesia x Rakamin Academy, [\[Link\]](#), 2025
Developed a credit risk model using machine learning which selected Random Forest for 95.55% accuracy and delivered strategic insights to improve loan approval processes.
- **Sales Trends EDA**, RevoU Data Analytics Mini Course Batch Feb. 2025, [\[Link\]](#), 2025
Conducted trend analysis on time-series sales data, interpreting patterns for high-performing promotional products and pricing decisions.
- **IDFOOD**, Enterprise System Coursework, [\[Link\]](#), 2024

Implemented an integrated enterprise system using Odoo (Sales, Inventory, Manufacturing, & Purchase modules) to optimize sales and distribution that can streamline supply chain management and improved operational efficiency to support business expansion.

- **Klinik Sehat**, Web Programming Coursework, [[Link](#)], 2024
Klinik Sehat is a web project that streamlines patient and doctor interactions through CRUD operations which include doctor schedules, medical records, payments, and prescription management. The MVC system also provides clinic information and user authentication.
- **ETL Pipeline Streamline**, Data Warehouse Coursework, [[Link](#)], 2024
Developed a data warehouse using Talend Open Studio that can optimize OLAP cubes and multidimensional models for product sales in retail store to support sales reporting.
- **Exploring Superstore Sales using Tableau**, Dibimbing.id BI Live Class, [[Link](#)], 2024
Created an interactive dashboard to visualize sales, profit, and shipping trends that can support business recommendations for inventory and regional strategies.

Achievement

Favorite Winner – IS Capstone Project

Faculty of Computer Science

Malang

Jun 2025

- Served as the core analyst and researcher in building a digitalized lecturer certification system design, including ERD modeling, role-based logic, digital transformation roadmap, and also the user's manual documentation with the tutorial video to sustain the digital system usage. [[Link](#)]

Organizational Experience

Expert Staff

Eksekutif Mahasiswa DSI

Malang

Mar 2023 – Feb 2024

- Led the development of the first version of the KBMDSI website as Project Manager and UI/UX Designer by applying agile methodology and Figma to deliver user-centered designs within a four-month sprint, achieving 70% satisfaction rate based on feedback from dept. students [[Link](#)]
- Coordinated and facilitated 3 department-wide major events with more than 100 attendees to ensure smooth operation and boosting student engagement and outcomes. [[Link](#)]

Course and Certification

- Linear Models in Machine Learning: Applications by PPTD Komdigi, [[Link](#)], 2025
- Data Analytics Essentials by Cisco Networking Academy, [[Link](#)], 2025
- Certificate of Achievement - Home Credit Indonesia Data Scientist Project Based Internship Program by Home Credit Indonesia, [[Link](#)], 2025
- Intro to Data Analytics - Mini Course by RevoU, [[Link](#)], 2025
- SQL (Advanced, Intermediate, Basic) by HackerRank, [[Link](#)], 2024 – 2025
- Python, SQL, Data Science, Visualisasi Data Course by Dicoding, [[Link](#)], 2024

Skills and Language Proficiency

Data & Technical Skills: Proficient in SQL, Excel, Python, Looker Studio, Machine Learning algorithm, Data Cleaning & Processing, Data Analysis, Data Visualization(Microsoft Power BI, Tableau), Data Warehouse, IBM DB2, draw.io, Odoo, JIRA, GitHub, Canva, Figma.

Analytical & Business Skills: Business Intelligence, Business Analysis, Big Data Analytics, Data Storytelling, Problem Solving, Presentation Skills, Software System Analysis.

Interpersonal Competencies: Teamwork, Communication, Critical Thinking, Leadership.

Language Proficiency: Indonesian (Native), English (Advanced).