

# La Ode Muhammad Yudhy Prayitno

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## WORKING EXPERIENCE

<b>Ismaya Group – South Jakarta</b> <i>Data Scientist, Freelance</i>	<b>October 2025 – Present</b>
<ul style="list-style-type: none"><li>Engineered Agentic AI Chatbot IT Helpdesk, with Redis caching and sliding window rate limiting, reducing API calls 90% while serving 500+ F&amp;B employees with &lt;2s response times.</li><li>Built MCP knowledge server with 30+ retrieval tools syncing Google Sheets to Redis cache, powering AI chatbot's real-time FAQ responses across 10+ Ismaya Group F&amp;B brands with automated data pipeline and 100% uptime.</li><li>Built ML-based demand forecasting system for 8,200+ SKUs using LightGBM, reducing prediction error to 34% WAPE and quantifying 64% promotional lift impact through statistical analysis, enabling optimized inventory management across Ismaya Group's F&amp;B portfolio.</li></ul>	
<b>Statistics Indonesia – Southeast Sulawesi</b> <i>Data Analyst / Project Leader / Internship</i>	<b>January 2025 – March 2025</b>
<ul style="list-style-type: none"><li>Developed 5 data visualizations on tourism trends (hotel occupancy, visitor stays, and destinations), widely accessed by regional stakeholders including government, businesses, and research institutions.</li><li>Led a 4-member team to build a Web-based Deduction Management System, replacing manual spreadsheets and improving data access efficiency by 30%, delivered 2 weeks ahead of schedule.</li><li>Engineered a web application using the Reflex Python and Supabase (PostgreSQL), enabling real-time cooperative data management and visualization.</li></ul>	
<b>Bangkit Academy Led By Google, Goto, &amp; Traveloka</b> <i>Machine Learning Cohort / Project Leader / ML Developer, Apprenticeship</i>	<b>September 2024 – December 2024</b>
<ul style="list-style-type: none"><li>Led a team of 7 developers, managing tasks, workflows, and project timelines to ensure successful product development.</li><li>Guided fellow students in Python fundamentals as a Peer Tutor, fostering stronger coding skills and collaboration within the cohort.</li><li>Developed a Student Feedback Analysis using a BERT multi-class model with Tensorflow, achieving 98% accuracy, and created an AI Recommendation System for teachers based on student feedback using Gemini API.</li></ul>	

## ACHIEVEMENTS

<b>One Day Hackathon - Kalla Youth Fest x Lead The Fest</b>	<b>August 2024</b>
<ul style="list-style-type: none"><li>Led a team that secured 2nd place out of 50+ participants in the final round of ideathon with a blockchain based concept.</li><li>Designed a surplus food marketplace idea to reduce waste by ensuring transparency, verifying expiration dates, and redistributing consumable food.</li><li>Presented a sustainable solution that connects suppliers and consumers effectively through strategic planning and innovative thinking.</li></ul>	

## LEADERSHIP & SOCIAL ACTIVITIES

<b>AI Content Researcher by College Copilot - Jakarta, Indonesia</b>	<b>May 2025 – Present</b>
<ul style="list-style-type: none"><li>Researched and wrote weekly AI-related educational content, including news, tools, and concepts, for both coding and non-coding students.</li><li>Boosted audience engagement by 20%, achieving 5k+ total likes on AI-related content and expanding reach and visibility.</li><li>Cultivated expertise in AI trend analysis, content strategy, and communicating complex concepts to student audiences.</li></ul>	
<b>Volunteer by Teenuplive - Yogyakarta, Indonesia</b>	<b>July 2024 – November 2024</b>
<ul style="list-style-type: none"><li>Awarded Best Web Development Staff for boosting Teenuplive's platform success and engagement among teenage audiences.</li><li>Improved website visibility through SEO optimization, driving a 40% increase in indexed articles and growing audience reach.</li><li>Revamped WordPress design, achieving a 20% faster load time and improved mobile responsiveness.</li></ul>	
<b>Local Project by AIESEC UPNVY - Yogyakarta, Indonesia</b>	<b>August 2023</b>
<ul style="list-style-type: none"><li>Worked with diverse teams to design and implement education initiatives in line with Sustainable Development Goal 4, Quality Education.</li><li>Conducted roadshows by visiting schools in Yogyakarta to present the knowledge gained to high school students.</li><li>Engaged in cultural exchange and relationship building with AIESEC members from National Taiwan University.</li></ul>	

## EDUCATION

<b>Halu Oleo University - Kendari, Indonesia</b> S-1, Informatics Engineering GPA: 3.88/4.00 Projects: Road damage mapping using deep learning and remote sensing methods for the Public Works Department and local government in Kendari during KKN Tematik.	<b>September 2022 – January 2026</b>
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## EXPERTISE

**Skills:** Business Intelligence (**Certified by Google**), Machine Learning (**Certified by Dicoding**), TensorFlow (**Certified by DeepLearning.AI**), AI and Big Data, Data Analytics, Creative Thinking, Leadership.