

ABSTRACT

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ANALYSIS OF AREA SELECTION AND PLANNING DATA IN THE RESIDENTIAL SALES OPERATION DIVISION AT CYBERINDO ADITAMA COMPANY

This professional internship aims to understand the area selection and planning process in the Residential Sales Operation Division of CYBERINDO ADITAMA Company, a leading internet service provider. The intern's tasks included filtering, validating, and managing homepass data to support the development of residential internet networks. These processes involved data analysis, synchronization with the sister company, and coordination with management and field teams. The main challenges encountered were overlapping data, system errors, and complex data revisions. These issues were resolved through intensive coordination, implementation of a more structured system, and optimization of software tools. The results of this work improved data management efficiency and supported the company's market penetration strategies. Significant learnings include enhanced analytical skills, technological proficiency, and communication skills. These experiences provide valuable preparation for the intern to face future professional challenges.

Keywords: Data Management, Regional Planning, Data Analysis