

## ABSTRACT

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### **DATA PROCESSING AND ANALYSIS ON PT BAREKSA INVESTMENT PLATFORM FOR DATA-DRIVEN DECISION MAKING**

*This report is based on the Professional Work carried out at PT Bareksa, serving as a Data Analyst with a primary focus on data processing and analysis for data-driven decision-making on the company's investment platform. This internship was conducted over three months, from February 10th to May 10th, 2025. The intern's role included designing strategies for user data collection, data processing, and data analysis to facilitate decision-making that provides insights at the management level. The analysis focused on user activities related to investment products such as mutual funds and gold. Various tools like BigQuery, Python, and Metabase were utilized in the analysis, and data visualizations were tailored to the comprehension level of the company's executives and marketing staff. One of the intern's responsibilities was to build a predictive model to estimate users who, despite having no prior purchase behavior, might be interested in investing in gold products. Additionally, the intern also conducted user behavior analysis using BigQuery, predicted product conversion opportunities, and compiled data reports that were easily understandable by the product and marketing teams. It is expected that the insights gained from this analysis will enhance the understanding of user behavior and improve the effectiveness of marketing strategies.*

**Keywords:** Data Analysis, BigQuery, Predictive Modeling, Data Visualization, Decision Making, Investment Platform.