

ABSTRACT

The author took the Data, Business Analytics & Operation program at Ruangguru, with this program, PT Ruang Raya Indonesia expects participants to master the process of determining business strategy within the company and provide strategic recommendations from each research, and graduates of this program can have career opportunities as business analysts, business intelligence, and data analyst. The implementation of the program is carried out boldly where the authors take lessons which are divided into 2 types of General Competencies (GC) or additional learning that can support the ability of participants, and Specific Competencies (SC) or main learning. In addition, the author also completed a series of online courses on each learning module at LMS, which were presented through videos, journals, powerpoints, reference links on youtube, quizzes, pretests, to posttests. The learning process at Ruangguru does not only listen to the teaching from the instructor but also implements the material obtained directly through assignments, assignments in class, and assignments that must be completed to complete each material. The tools used for safe learning are PostgreSQL, Google Colab for Python, Tableau, SPSS, and Jira. The program closes with a final project, where participants will work in groups and analyze each department to acquire the intended target market for a product.

Keywords: Regression, CRISP-DM, Ruangguru