



# REYNA CHERYL SONDAKH

A passionately curious baker who open an online bakery after finishing a Master degree in Social Entrepreneurship with 5+ year experience in finance and accounting, especially in Non-Profit Industry. Data science enthusiast who eager to seek more probable outcomes when utilizing big data.

## Experience

### Owner

#### Oma Matje (Bakery) (January 2018 - Present)

Established and managed all aspects of business, financial and creative operations from inception of concepts. Executed daily production of all desserts from preparing the raw materials to managing the delivery service. Identified target customers, developed brand identity and marketed product to target clientele.

### Private Equity Analyst

#### Kenston Green (January 2017 - June 2017)

Assisted in gathering preliminary corporate analysis data and conducted research on target industries.

### Finance and Accounting Officer

#### World Vision Indonesia / Wahana Visi Indonesia (July 2009 - July 2014)

Project Based (Wahana Visi Indonesia):

- Finance and Accounting Officer (April 2014 – July 2014).  
Reviewed all financial transactions in Urban Jakarta which consist of 6 Area Development Programs (ADPs) throughout Jakarta (Cawang, Kebon Pala, Cilincing, Susukan, Jatinegara and Penjaringan).
- Project Accountant (2009 – 2011).  
Managed a team of four support staffs to complete all support function, such as: finance, accounting, procurement, human resources and administration, in order to support 6 different project in Sikka Regency.
- HQ Office (World Vision Indonesia):  
Finance and Accounting Officer (2011 – 2013).  
Managed all deposits transaction and controlled staff advance request and settlement.  
Prepared and Analyzed consolidated report every month.
- Team Lead, New Expense Management System (March 2013 – Sept 2013).  
Led the development of a new expense management system, from manual to online system.

## Education

### HULT International Business School

#### Master of Social Entrepreneurship (2015 - 2016)

### Training/Certification/Courses

- Data Science Academy - Algoritma

## Skill

- R Programming



# Data Science Project

## Market Timing For LQ45 Index

Using Machine Learning to predict the market timing (decision to buy or sell) for LQ45 index by utilizing several other market indexes as predictors.

Link : <https://reynacs.shinyapps.io/MarketTiming/>

