

Orendo Rusfian Raharjo

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My work: [Geospatial Analytics Portfolio](#) || [Telco Portfolio](#)

I specialize in geospatial analytics, telecommunications infrastructure, and data-driven system development, delivering solutions that translate complex spatial data into actionable business outcomes. My experience includes making decisions in network planning, spatial data transformation, and workflow automation, with a focus on improving efficiency, data quality, and deployment accuracy. I leverage Python, GIS, and network intelligence to support market analysis, infrastructure optimization, and scalable data operations. I am particularly focused on emerging areas such as location intelligence, smart cities, AI driven geospatial analytics, and telecom digitalization, and I seek to contribute to initiatives that integrate data, automation, experience, and infrastructure to drive measurable impact.

Work Experience

PT. Tower Bersama Infrastructure || Fulltime 2023 – Present

Product Management and Partnership

- AI related product research and development
- Align partner capabilities with product strategy and growth objectives
- Analyze user behaviour, metrics, and feedback to drive product improvements
- Translate market needs into clear product requirements and specifications
- Develop product catalogue

GIS Analytics Section Head

- Define and execute the geospatial analytics roadmap aligned with business goals (FTTH, Network expansion, Enterprise, Market intelligence, etc.)
- Act as key advisor on location intelligence strategy
- Translate data into socioeconomic insights (market scoring, clustering, demand prediction, network optimization)
- Forecasting expansion areas using multi-layer geospatial analysis
- Oversee development of internal tools, ensure automation reduces manual processes
- Define standards for data structure, and pipeline
- Build and mentor GIS analytics team
- Define and drive performance metrics aligned with business objectives
- Work with network, commercial, and operations teams to align insights with execution
- Translate technical outputs into business narratives
- Integrate AI ecosystem

Data Analytics and Market Research Engineer

- Develop scripts using Python (GeoPandas, Shapely, Folium, Pydeck, etc.)
- Automate repetitive GIS workflows
- Support internal tools and dashboards
- Create maps and dashboards for business insights
- Present findings in clear, actionable formats
- Support decision-making with data storytelling
- Clean, validate, and integrate spatial datasets (POI, network, demographic)
- Lead improvement projects for QCC 2025

PT. Bhumi Varta Technology || Fulltime 2021 – 2023

GIS Engineer (Point of Interest Lead)

- Maintained millions of Points of Interest (POI) data updates and integration.
- Established standardized guidelines for POI data to ensure consistency, enabling the team to produce accurate attribute and spatial data.
- Planned and coordinated the operational activities of the POI team, optimizing them based on business impact.
- Managed, and maintained team workflows and the POI data update pipeline to optimize, transform, and structure data for efficient and accurate data consumption.
- Researched, evaluated methods, and implemented automation across all relevant aspects to enhance data production efficiency and minimize human errors.
- Created comprehensive reports to monitor progress, obstacles, and evaluation for further action.
- Assisted all types of spatial data processing automation flow development based on Python.

Tools: Python Programming Language, SQL, QGIS, Microsoft Workspace, Google Data Studio, AWS Cloud

GIS Technician (Point of Interest Sub-Team Coordinator)

- Conducted data quality control for POI data from vendors and internal sources in projects.
- Implemented a new approach to enhance the data process flow.
- Researched and developed a method for custom data processing.
- Created an automation flow for efficient data processing.
- Assisted the GIS Engineer in building the data structure.

PT. Geomatika Rekayasa Survey || Fulltime 2019 – 2020
Mapper and Quality Controller

- Coordinate with vendor for spatial data quality control and evaluation
- Digitized road and plantation polygons based on drone images.
- Imagery data processing.
- Generate output map based on client request.

Freelance

2017 – 2021

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| • Urban Slum Residents Surveying.
Qualitative survey about resident personal data and their housing preferences. | Surveyor |
| • Public’s Perspective on Transit Oriented Development in DKI Jakarta.
Collecting data about people’s awareness, and their opinion on Transit Oriented Development. | Surveyor |
| • Oil Palm Plantation Mapping of West Sumatera.
Identify and count oil palms in a certain area and mark them as point features. | Mapper |
| • Grab Partner Store Product Survey in South Jakarta.
Listing every product that Grab’s partner store sells. | Surveyor |
| • Build Up Area Mapping of West Java.
Identify and digitize build-up area. | Mapper |
| • Street View Surveying in Depok, West Java.
Recorded actual footage of the street for web map street view. | Surveyor |
| • The Sustainability of The Bantul Regency Argo-Tourism Area.
Assess which area is suitable to further Bantul’s Argo-Tourism. | Analyst |
| • Land Use Mapping of Humbang Hasundutan, North Sumatra.
Identify every natural appearance using ESRI Base Map satellite imagery. | Mapper |
| • Republic of Indonesia’s Spatial Planning and Territory Constitution Reformat. | Data QC |

Education

University of Indonesia

2016 - 2020

Faculty of Mathematics and Natural Science
Major in Geography [151 Credits]
Graduating paper: Effect of ENSO MJO IOD on Shoreline Changes in Badung Regency and Denpasar City, Bali

State Senior Highschool 3 Semarang

2013 - 2016

Major in Natural Science with a Minor in Geography

Skills

- Spatial software (QGIS, ArcGIS).
- Geospatial Science (Spatial statistics, Natural language processing, etc)
- Remote sensing (ENVI, Basic knowledge of Google Earth Engine).
- Data Mining (Web scrapping, Exploratory Data Analytics)
- Data Visualization
- Data Engineering
- Spatial database management.
- RDBMS (Relational Database Management, Structured Query Language, Extract Transform Load)
- Statistics
- Microsoft Office.
- MLOps
- IT Support.
- Agentic AI systems development
- Software Developments

Certificate

- Udemy - Complete Python Developer in 2022.
- Udemy - SQL and PostgreSQL: The Complete Developer’s Guide.
- University of Michigan | Coursera - Database Design and Basic SQL in PostgreSQL.
- University of Michigan | Coursera - Intermediate PostgreSQL.

Awards of Improvement & Innovation

Award	Event	Institution
Winner QCC 2024	TBIG Impact 2024	Tower Bersama Group
Diamond Medallist	TKMPN 2024	Wahana Kandali Mutu
Winner QCC 2025	TBIG Impact 2025	Tower Bersama Group
Diamond Medallist	TKMPN 2024	Wahana Kandali Mutu
Gold Medallist	ICQ 2025	Union of Japanese Scientist and Engineer
The Best Digital Achievements *5	Indonesia Digital Innovation and Achievement	Business Asia
Winner Digital Initiatives	Asian Telkom Awards 2026	Asian Telkom
Winner AI Initiatives of The Year	Asian Telkom Awards 2026	Asian Telkom