

# Nida Rifda Chairuli

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## About Me

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Data-driven professional transitioning into Big Data, Data Science, and Advanced Analytics with a strong foundation in business operations, trust & safety, and compliance analytics. Skilled in handling and analyzing large-scale datasets, identifying patterns, and optimizing processes to improve business outcomes. Currently pursuing an MSc in Data Science and Business Analytics (specializing in Data Engineering) at Asia Pacific University and completing a Full-Stack Data Analytics Certification through Revou. Proficient in Python, SQL, Power BI, Tableau, and machine learning techniques, with practical experience in data cleaning, EDA, A/B testing, and predictive modeling. Passionate about solving business problems using data-driven approaches and advancing into impactful roles in Data Science, Analytics, or Data Engineering.

## Education

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### Asia Pacific University

June, 2024 – Present

MSc in Data Science and Business Analytics

Specialization: Data Engineer

### Revou

May, 2024 – Feb, 2025

Full-stack Data Analytics Certification

- Intensive bootcamp covering data cleaning, exploratory data analysis (EDA), data modeling, A/B testing, and data visualization.
- Hands-on experience with Tableau, Power BI, PostgreSQL, and Python in Google Colab.
- Analyzed real-world datasets to extract actionable insights and optimize decision-making processes.
- Virtual Internship Experience (Freelance): Applied learned concepts in a simulated real-world project, working collaboratively on data analysis, visualization, and reporting to deliver data-driven recommendations.

### Infrastructure University of Kuala Lumpur

Sept, 2015 – June, 2018

Bachelor in Business Administration (Hons)

Course Focus: Finance and Banking

## Working Experience

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### Data Analyst Associate (Virtual Internship, Freelance), Revou x Telekom

Sep, 2024 – Jan, 2025

- Performed customer segmentation analysis using clustering techniques, identifying high-value customer groups to enhance targeted marketing strategies.
- Developed interactive dashboards in Power BI and Google Analytics, visualizing key performance metrics to support real-time decision-making.
- Optimized reporting workflows by structuring data in Google Analytics, improving efficiency in performance tracking.
- Analyzed user behavior and transaction data, identifying trends to provide insights for business performance improvements.
- Presented insights and strategic recommendations to stakeholders, supporting data-driven adjustments in marketing and sales strategies.

### Business Operation Associate - Trust & Safety, Accenture

May, 2019 – April, 2023

- Investigated and enforced platform policies, ensuring compliance with trust & safety guidelines while managing high-volume case queues.
- Streamlined workflows to consistently exceed case resolution targets, achieving early completions that improved overall operational efficiency and team productivity.
- Conducted compliance audits and risk assessments, proactively mitigating data privacy breaches, impersonation risks, and regulatory violations to strengthen platform security and regulatory compliance.
- Ensured adherence to client data handling, privacy, and security policies, achieving a 98% accuracy rate in escalating flagged confidential data while maintaining compliance with industry standards.
- Processed and analyzed 500+ flagged cases daily, including user reports and system-generated alerts, ensuring timely identification, escalation, and resolution of potential policy violations.

- Junior Intern Accountant, Yes Accountant**

March, 2018 – May, 2018
- Reconciled daily and monthly bank statements with general ledger entries, identifying and correcting discrepancies to improve reporting accuracy and reduce errors by 98%.
  - Assisted in maintaining financial records for multiple subsidiaries by reviewing balance sheets and income statements, ensuring records were audit-ready and compliant.
  - Helped accelerate month-end closings by preparing reconciliations and supporting regulatory compliance efforts, leading to a 20% reduction in closing time.
  - Attended internal finance workshops and conducted research on regulatory updates and accounting best practices to enhance accuracy and efficiency in day-to-day tasks.

- Project Experience**
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- Consumer Behavior Analysis for Credit Card Application Approval, Revou**

Sep, 2024– Jan 2025
- Applied advanced SQL queries and Python programming to uncover key consumer behaviour patterns, driving improvements in credit card application approval processes.
  - Designed a clear and actionable data visualizations in Tableau, presenting insights to peers and stakeholders, which received positive feedback for clarity and relevance.
  - Performed in-depth analysis of credit card fraud data, generating actionable insights that highlighted key trends and potential solutions for fraud prevention in real-world applications.
  - Leveraged findings from comprehensive data analysis to support key decision-making processes, helping the project achieve measurable improvements in accuracy and fraud prevention.

- Organisation Experience**
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- Honored Guest, Special Olympics World Games, Berlin**

June, 2023
- Invited as an Honored Guest to the Special Olympics World Games under the patronage of the President of Germany, in recognition of contributions to the movement’s mission of inclusion and diversity.
  - Provided dedicated support to the Indonesian delegation, overseeing travel arrangements, accommodations, and on-site logistics to ensure a smooth and well-coordinated experience for athletes and team members.
  - Facilitated clear and effective communication between athletes, delegates, and event organizers, ensuring alignment on schedules, procedures, and event updates throughout the program.

- Volunteer, Social Media & Community Engagement, AIESEC, Morocco**

July, 2018 – September, 2018
- Helped organize and deliver community outreach campaigns using social media (videos, blogs, and photos) to raise awareness about local social and economic challenges.
  - Worked alongside local NGOs, small businesses, and government representatives to support events and initiatives aimed at engaging youth and community members.
  - Strengthened project visibility by promoting local stories and partnerships in alignment with UN Sustainable Development Goal 17, while building relationships through workshops and field activities.

**Additional Information**

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**Technical Skills:** SQL, Python, Tableau, Power BI, SAS, Machine Learning, Microsoft Office Suite, AWS Infrastructure

**Soft Skills:** Leadership, Strategic Thinking, Communication, Problem-Solving, Collaboration, Stakeholder Management, Adaptability, Critical Thinking, Quick Learning

- Certification**
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- [Full-stack Data Analytics](#), Revou Feb, 2025
  - [Process Data from Dirty to Clean](#), Coursera Jan, 2023
  - [Share Data Through the Art of Visualization](#), Coursera Feb, 2023
  - [Data Analysis with R Programming](#), Coursera Apr, 2023
  - [Prepare Data for Exploration](#), Coursera Nov, 2022