

# Nida Rifda Chairuli

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## About Me

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Data-focused professional transitioning into Big Data, Data Science, Data Engineer, and Advanced Analytics with a robust groundwork in business operations, trust & safety, and compliance analyst. Four years experience in handling and analyzing large-scale datasets, pattern identification, data escalation and efficiency optimization to improve business results. Currently pursuing MSc in Data Science and Business Analytics specializing in Data Engineering at Asia Pacific University and have completed Full-Stack Data Analytics Bootcamp through Revou. Proficient in programming languages such as Python, SQL, R language, SAS. Skilled in developing robust Machine Learning and Deep Learning pipelines backed by strong skills in data cleaning, preparation, processing, A/B testing, modeling, and evaluation. Experienced in designing data deliverance reports using Tableau, PowerBI, and Looker. Passionate to turning data into actionable insights in solving real-world business challenges through data-centric solutions and aiming to evolve into influential roles in Data Science, Analytics, or Data Engineering.

## Education

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### Asia Pacific University

MSc in Data Science and Business Analytics

Specialization: Data Engineer

June, 2024 – Present

### Revou

Full-stack Data Analytics Certification

- Intensive bootcamp covering data cleaning, exploratory data analysis (EDA), A/B testing, data modeling, 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.
- Remote Internship with Freelance-style Deliverables: Applied learned concepts in a simulated real-world project, working collaboratively on data analysis, visualization, and reporting to deliver data-driven recommendations.

May, 2024 – Feb, 2025

### Infrastructure University of Kuala Lumpur

Bachelor in Business Administration (Hons)

Specialization: Finance and Banking

Sept, 2015 – June, 2018

## Working Experience

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

Sep, 2024 – Jan, 2025

- Deliver insights by implementing customer segmentation analysis using clustering techniques to identify strategic customer groups to boost campaign effectiveness through refined audience targeting.
- Extracted behavioral and transactional data to uncover patterns and trends in supporting strategic decision-making and performance optimization
- Designed and deployed dynamic dashboards in Power BI and Google Analytics, transforming complex KPIs into real-time visual insights that accelerated strategic decision-making across marketing and operations.
- Delivered impactful insights and strategic recommendations to stakeholders, directly influencing data-driven optimizations in marketing and sales strategies that improved conversion and campaign ROI.

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

May, 2019 – April, 2023

- Investigated and enforced platform policies across 500+ daily cases, ensuring compliance with client regulation standards and maintaining platform integrity in high-pressure, high-volume environments.
- Streamlined moderation workflows and case triaging processes, consistently exceeding resolution SLAs and boosting team productivity by improving turnaround efficiency.
- Conducted proactive compliance and risks assessment, implementing safeguards that reduced privacy violations and strengthened adherence to global data protection standards.
- Maintained data 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.
- Analyzed user-generated reports and system alerts to detect emerging risk patterns, enabling timely escalations and strategic interventions to prevent policy abuse and fraudulent behavior.

- Junior Intern Accountant, Yes Accountant**

March, 2018 – May, 2018
- Reconciled daily and monthly bank statements against general ledger entries, identifying and resolving discrepancies achieving a 98% error reduction and improving financial reporting accuracy.
  - Supported financial record-keeping for multiple business units by reviewing balance sheets and income statements, ensuring documentation was audit-ready and compliant with regulatory standards.
  - Contributed accelerated month-end closings by preparing reconciliations and supporting regulatory compliance efforts, leading to a 20% reduction in closing time.
  - Participated in internal finance workshops and researched updated accounting standards, strengthening execution of day-to-day tasks and alignment with industry best practices.

**Project Experience**

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

Sep, 2024– Jan 2025
- Applied advanced SQL and Python to analyze consumer behavior and transaction patterns, uncovering insights that optimized the credit card approval process and improved applicant risk assessment.
  - Developed interactive Tableau dashboards for a Kaggle-based analysis project, visualizing key trends and enhancing data-driven storytelling.
  - Conducted in-depth analysis of credit card fraud data, generating actionable insights that revealed high-risk trends and informed fraud mitigation strategies.
  - Uncovered critical fraud patterns through advance data analysis to uncover key behavioral risk indicators and developed actionable strategies to strengthen fraud prevention within industry-standard banking practices

**Organisation Experience**

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

June, 2023
- Recognized as an Honored Guest by the Special Olympics World Games 2023 (Berlin) for providing voluntary support to the Indonesian delegation, contributing to the event's mission of inclusion, diversity, and athlete empowerment.
  - Provided end to end logistical and operational support for the Indonesian delegation, coordinating international travel, accommodation, and on-site event execution to ensure a seamless experience for athletes and staff.
  - Acted as the primary liaison between athletes, delegation leaders, and event organizers, ensuring real-time alignment on scheduling, protocols, and communication throughout the global event.

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

July, 2018 – September, 2018
- Crafted compelling digital content for community campaigns, amplifying awareness of local challenges and strengthening the visibility of social development initiatives.
  - Collaborated with local NGOs, small businesses, and municipal leaders to support youth-driven events and social development programs, fostering cross-sector partnerships.
  - Amplified project visibility by aligning outreach efforts with UN Sustainable Development Goal 17, highlighting local stories and initiatives to strengthen community collaboration and global engagement.

**Additional Information**

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**Technical Skills:** Python, SQL, R, HTML/CSS, MySQL, Oracle, SAS, Tableau, Power BI, Streamlit, Scikit-learn, TensorFlow, Keras, Hugging Face Transformers, AWS, IBM Cloud, Git, GitHub, JSON, YAML, Bash, Microsoft Office Suite

**Soft Skills:** Strategic Thinking, Clear Communication, Problem-Solving, Cross-Functional Collaboration, Stakeholder Engagement, Adaptability, Critical Analysis, Fast Learning, Empathetic Leadership

**Certification**

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- [Data Engineering](#) on AWS, AWS May, 2025
- [Sustainability Strategies with Generative AI](#), AWS May,2025
- [Planning Large Scale Data Migration to AWS](#), AWS May,2025
- [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