

Nida Rifda Chairuli

Data Scientist | Data Engineer | Data Analyst

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ABOUT ME

Data-driven professional with 4+ years in business operations, analytics, and compliance, now specializing in Data Science & Business Analytics. Skilled in ETL pipelines, advanced analytics, and data visualization, with a proven ability to transform complex datasets into actionable insights. Proficient in Python, SQL, R, Tableau, Power BI, and cloud platforms, delivering measurable impact in fast-paced, cross-functional environments. Eager to apply advanced data science, analytics, and machine learning expertise to fintech, AI-driven marketing, and business intelligence initiatives.

CORE COMPETENCIES

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|-------------------------------------|-------------------------|-----------------------|
| • Data Cleaning & transformation | • Data Warehousing | • Data Modeling |
| • ETL/ELT Pipeline Development | • A/B Testing | • Feature Engineering |
| • Predictive & Statistical Analysis | • Dashboard Development | • Data Storytelling |

TECHNICAL SKILLS & LANGUAGES

- **Programming & Scripting:** Python, R, SQL, JavaScript, HTML, CSS, SAS
- **Data Analysis & Visualization:** Pandas, NumPy, SciPy, Scikit-learn, Matplotlib, Seaborn, Tableau, Power BI, Looker
- **Machine Learning:** Supervised & Unsupervised Learning, Image Processing
- **Deep Learning AI:** TensorFlow, RNN, DNN, CNN, LSTM, GAN, Autoencoder, GCN, Fusion Learning, BERT, DistilBERT, RoBERTa
- **Databases & Cloud Platforms:** MySQL, PostgreSQL, MongoDB, Google BigQuery, AWS S3, AWS, Azure, GCP, IBM Cloud
- **Tools & Platforms:** Git, GitHub, GitLab, Stripe, Microsoft Office, Google Workspace, Elementor
- **Project Management Tools:** Jira, Microsoft Project, Trello, Slack
- **Languages:** Indonesian (Native), English (Native), Malaysian (Fluent)

EDUCATION

Asia Pacific University, Malaysia & De Montfort University, UK

Jun 2024 – July 2025

MSc in Data Science and Business Analytics - Dual Degree Program

Specialization: Data Engineer

PROFESSIONAL EXPERIENCE

Data Analyst Associate (Virtual Internship), Revou x Telekom

Sep 2024 – Jan 2025

- Engineered customer segmentation with clustering algorithms, identifying strategic groups to enhance campaign targeting.
- Investigated behavioral and transactional data to uncover trends, enabling informed decision-making and performance improvements.
- Designed Power BI and Google Analytics dashboards, transforming KPIs into real-time business intelligence reporting.
- Strengthened marketing and sales strategies, increasing conversion rates by 15% and boosting campaign ROI.
- Automated data pipeline workflows (Python, SQL), reducing processing time by 40% and accelerating data delivery.

Business Operation Associate - Trust & Safety, Accenture

May 2019 – April 2023

- Managed 500+ daily policy enforcement cases, ensuring compliance with regulations and maintaining platform integrity.
- Optimized moderation workflows and triaging, improving efficiency and exceeding SLA targets.
- Conducted proactive compliance and risk assessments, implementing safeguards that reduced privacy violations and enhanced adherence to global data protection standards.
- Maintained strict data handling protocols, achieving 98% accuracy in escalating flagged confidential data.
- Detected and escalated emerging risk patterns by analyzing user-generated reports and system alerts, preventing policy abuse and fraudulent activity.

Junior Intern Accountant, Yes Accountant

March 2018 – May 2018

- Reconciled bank statements with general ledger entries, resolving discrepancies and reducing errors by 98%.
- Reviewed balance sheets and income statements, ensuring audit readiness and compliance with regulations.
- Assisted month-end closings through reconciliations and compliance checks, reducing closing time by 20%.
- Researched updated accounting standards and participated in workshops to enhance task execution.

Project Experience

Multi-Series Deep Learning Models for Stock Forecasting, APU

Jan 2024– Jul 2025

- Implemented and assessed LSTM, CNN-LSTM, and Tab Transformer models to predict NVIDIA stock trends using multi-series market signals from affiliated companies.
- Engineered datasets with a 60×35 input shape, integrating technical indicators and correlated market data.
- Applied statistical forecasting and model tuning using RMSE, MAE, and loss curve analysis to identify the optimal architecture.

Consumer Behavior Analysis for Credit Card Application Approval, Revou

Sep 2024– Jan 2025

- Utilized SQL & Python to analyze consumer behavior, improving approval rates and risk assessment processes.
- Created interactive Tableau dashboards for a Kaggle-based project, visualizing key trends and strengthening data storytelling.
- Conducted fraud detection analysis on credit card data, identifying high-risk patterns and informing mitigation strategies.
- Identified behavioral risk indicators through advanced analytics, formulating strategies aligned with banking best practices.

LEADERSHIP & VOLUNTEER EXPERIENCE

Honored Guest, Special Olympics World Games, Berlin

Jun 2023

- Supported Indonesian delegation of 20+ athletes and staff, managing international travel, accommodation, and on-site logistics to ensure 100% on-time participation.
- Coordinated schedules and communications between athletes, delegation leaders, and event organizers, enabling smooth operations across 5 competition days.

Volunteer, Social Media & Community Engagement, AIESEC, Morocco

July 2018 – Sep 2018

- Led digital campaigns and community partnerships with NGOs, small businesses, and local leaders to boost project visibility.
- Aligned outreach with UN SDG 17, promoting local initiatives and fostering cross-sector collaboration that engaged 50+ community members.

CERTIFICATION

Cloud & Data Engineering Certifications

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

Data Analytics & Visualization Certifications

- [Full-stack Data Analytics](#), RevouFeb 2025
- [Data Analysis with R Programming](#), CourseraApr 2023
- [Share Data Through the Art of Visualization](#), CourseraFeb 2023
- [Process Data from Dirty to Clean](#), CourseraJan 2023
- [Prepare Data for Exploration](#), CourseraNov 2022