

Nida Rifda Chairuli

Data Scientist | Data Engineer | Data Analyst

nidarifda14@gmail.com | +601118993649 | [Linkedin](#) | [Portfolio](#) | [Github](#)

ABOUT ME

Data-driven professional with 4+ years of experience in business operations, analytics, and compliance, now transitioning into Data Science and Business Analytics. Leverages a strong foundation in data-driven decision-making, ETL workflows, and visualization to transform complex datasets into actionable insights. Proficient in Python, SQL, R, Tableau, Power BI, and cloud platforms, with hands-on experience in machine learning and predictive analytics. Eager to apply advanced analytical and AI-driven techniques to deliver business impact across fintech, marketing intelligence, and data-driven innovation 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
- **Machine Learning:** Regression & Classification, Clustering, Model Evaluation, Feature Engineering, Image Processing
- **Deep Learning AI:** TensorFlow, RNN, DNN, CNN, LSTM, GAN, Autoencoder, GCN, Fusion Learning, BERT, DistilBERT, RoBERTa
- **Databases & Cloud Platforms:** MySQL, PostgreSQL, Google BigQuery, AWS S3, AWS, GCP
- **Tools & Platforms:** GitHub, GitLab, Microsoft Office, Google Workspace, Elementor
- **Project Management Tools:** 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

- Performed exploratory and customer segmentation analysis to uncover behavioral patterns and identify key customer groups.
- Analyzed marketing and transactional data to evaluate campaign performance and generate actionable insights for optimization.
- Developed interactive **Power BI** dashboards and **Google Analytics** reports to visualize KPIs and track marketing effectiveness.
- Presented data-driven recommendations to internal teams to support strategic planning and performance improvement.
- Automated parts of the data cleaning and reporting process using Python and SQL, improving workflow efficiency and consistency.

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 high accuracy in reviewing and escalating sensitive data, consistently meeting performance and quality standards.
- Identified and escalated emerging risk patterns through analysis of user reports and system alerts, preventing potential violation.

Junior Intern Accountant, Yes Accountant	March 2018 – May 2018
<ul style="list-style-type: none"> Reconciled daily bank transactions with the general ledger, promptly resolving discrepancies and improving record accuracy. Reviewed balance sheets and income statements, ensuring audit readiness and compliance with regulations. Assisted with month-end closings through account reconciliations and documentation reviews, helping streamline reporting workflows. Researched updated accounting standards and participated in workshops to strengthen practical knowledge and task execution. 	

Project Experience

Multi-Series Deep Learning Models for Stock Forecasting, APU	Jan 2024– Jul 2025
<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> 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 , AWS	May 2025
• Planning Large Scale Data Migration to AWS , AWS	May 2025
• Sustainability Strategies with Generative AI , AWS	May 2025
Data Analytics & Visualization Certifications	
• Full-stack Data Analytics , Revou	Feb 2025
• Data Analysis with R Programming , Coursera	Apr 2023
• Share Data Through the Art of Visualization , Coursera	Feb 2023