Nida Rifda Chairuli

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About Me

Data-driven professional with four years' hands-on experience in business operations, analytics, trust & safety, and compliance. Skilled in analyzing and engineering large-scale datasets, identifying business patterns, and optimizing processes to drive measurable results. Currently pursuing an MSc in Data Science & Business Analytics (specializing in Data Engineering) at Asia Pacific University, with a proven track record in Python, SQL, R, SAS, and advanced analytics. Proficient in building end-to-end data pipelines, A/B testing, machine learning, and dashboarding with Tableau, Power BI, and Looker. Recognized for turning complex data into actionable insights, delivering business value, and excelling in fast-paced, cross-functional teams. Eager to contribute as a Data Scientist, Analytics Specialist, or Data Engineer, creating real-world business impact.

Education

De Montfront University   June 2024 – July 2025
MSc in Data Science and Business Analytics
Specialization: Data Engineer

Asia Pacific University   June 2024 – July 2025
MSc in Data Science and Business Analytics
Specialization: Data Engineer

RevoU   May 2024 – Feb 2025
Full-stack Data Analytics Certification
● Completed an intensive program in data cleaning, EDA, A/B testing, modeling, and visualization.
● Applied Tableau, Power BI, PostgreSQL, and Python in collaborative, real-world business scenarios.
● Delivered actionable insights for marketing and operations via dynamic dashboards and storytelling.

Infrastructure University of Kuala Lumpur   Sept 2015 – June 2018
Bachelor in Business Administration (Hons)
Specialization: Finance and Banking

Working Experience

Data Analyst Associate (Virtual Internship, Freelance), Revou x Telekom   Sep, 2024 – Jan, 2025
● Delivered strategic customer segmentation using clustering models, boosting campaign targeting effectiveness and engagement rates
● Extracted and analyzed behavioral & transactional data to uncover key trends, driving data-backed marketing decisions.
● Built Power BI and Google Analytics dashboards, transforming complex KPIs into clear, real-time insights for cross-functional teams.
● Delivered actionable recommendations to stakeholders, directly influencing data-driven optimizations in marketing and sales strategies to increase ROI.

Business Operation Associate - Trust & Safety, Accenture   May, 2019 – April, 2023
● Investigated and resolved 500+ daily moderation cases, ensuring 99% SLA compliance and platform integrity.
● Streamlined case triaging, reducing average turnaround time by 15% and elevating team productivity.
● Conducted proactive compliance and risks assessment, implementing safeguards that reduced privacy violations and strengthened adherence to global data protection standards.
● Achieved 98% accuracy in sensitive data handling, upholding strict data privacy and industry regulations.
● 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, identifying and correcting discrepancies to improve reporting accuracy by 98%.
- Assisted in month-end closings, reducing process time by 20%.
- Supported documentation and regulatory audits, ensuring full compliance with industry standards.
- 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

Consumer Behavior Analysis for Credit Card Application Approval, Revou   Sep, 2024– Jan 2025
- Utilized advanced SQL and Python for in-depth analysis of consumer patterns, optimizing credit card approval processes.
- Developed interactive Tableau dashboards for Kaggle-based fraud analysis, visualizing key risk trends.
- 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 advanced data analysis to uncover key behavioral risk indicators and developed actionable strategies to strengthen fraud prevention within industry-standard banking practices

Organisation Experience

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 operational and logistics support for the Indonesian delegation, ensuring seamless participation.
- Coordinated international travel, accommodation, and on-site event execution; acted as the main point of contact between athletes, staff, and organizers.

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

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

- [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