

Lian Chee Loong

DATA SCIENTIST

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Work Exp.

Senior Data Scientist @ AIA Malaysia

Sep 2019 - Present

- Have managed and enhanced customer propensity model scoring built in Rstudio, worked in phases of model development, model validation, and out-of-time model scoring, elementary knowledge of model productionization.
- Have worked on Oracle database, working knowledge on SQL querying for data extraction and back-end datamart UAT as well as responsible for data preparation on policy and claim data for dashboard purpose, elementary knowledge of stored procedures.
- Have conducted Loss Ratio analysis in SAS on life agent and direct leader to assist external team to flag potential fraudulent agent.
- Experienced building RESTful APIs for geospatial project in R with MapQuest/HERE/Google Maps to connect agents to customers.
- Rewritten SAS script into R Script as part of the productionization process.
- Customer deep dive analysis on a specific group of customer to support one of the business initiatives, data extraction, basic exploratory analysis, and presentation to external team.
- Liaised with different compliance/legal/IT team as an effort to request approval for an analytics project, demonstration of good communication skills to external teams.

Data Scientist Associate @ Ernst & Young Advisory Services

Mar 2018 - Jun 2018

- Identified, measured, and designed storyboard of business intelligence's KPI improvement strategies across all business area and built a live and interactive demo dashboard with SAP Lumira Discover 2.0
- Organized and readied data warehouse architecture and BI implementation roadmap for submission to EY Brightree
- Arranged meetings for Senior Managers and Executive Directors and coordinated resources for use by all attendees

Digital Analyst @ Crave Asia Creative Agency

Jan 2016 - Dec 2017

- Responsible to write Digital Post-Campaign reports for submission to creative director/client
- A/B Testing on adverts on ad viewers of the same demographics/interests to evaluate ad performance to achieve lower cost per audience reach
- Worked closely with all creative development departments to create and maintain creative materials for social media adverts and digital campaign microsite
- Identified and developed success metrics and tracking metrics on digital campaign microsite

Extra Cur.

- Marketing cheers for the marketing team @ AIA Malaysia, helped organize events for the department and emceed for marketing department away day.
- Champion of Hearthstone Dew Challenge 2015 @ Mountain Dew

Education

Monash University Sunway & Clayton

2012 - 2015

Bachelor of Commerce | Dual Majors; Econometrics & Finance

Specialization in Econometrics & Finance (Sunway Campus) for 1.5 years, overall WAM 77.0%.

Specialization in Econometrics & Finance (Clayton Campus) for 2 years, overall WAM 68.5%.

Sunway University College

2011

Australian Matriculation | Pre-University

Studied Math 3A/3B, 3C/3D, Economics, ESLR, Accounting & Finance, Business Management & Enterprise.

Overall ATAR Score: 77.25%

SMJK Confucian

2005 - 2010

Sijil Pelajaran Malaysia (SPM)

6A's, 3B's 1119 GCE-O English: 1A