

Lian Chee Loong

RISK DATA ANALYST

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Work Exp.

Senior Risk Data Analyst @ Coda Payments May 2023 - Current

- Foster Fraud Risk Awareness: Formulated comprehensive risk user requirements derived from deep-dive analysis. These requirements have been instrumental for enhancements in risk products, including risk alert tools, risk rule management systems, and ML model feature lists.
- Payment Risk Mitigation: Developed remediation strategies based on analysis for card dispute and fraud monitoring programs like VDMP, VFMP, ECP, and ECM. This involved risk rule reviews, flagging suspicious users for potential blacklisting, and more.
- Operational Support: Spearheaded and refined the Risk Ops' investigative approach. This entailed enhancing Risk Ops' SQL proficiency for more efficient data extraction and manipulation from diverse sources, thus streamlining data retrieval. This initiative effectively reduced the investigation duration from 45 minutes to just 10 minutes.
- AML Support: Performed user analysis on spending patterns for AML rule reviews for threshold setting, ensuring consistent regulatory compliance.
- Policy Support: Played a pivotal role in reviewing policy fraud and risk contractual liabilities, providing critical insights and setting thresholds based on comprehensive analysis.
- External Fraud Tool Cost Optimization: Conducting a thorough analysis of block rates from external fraud tools (e.g., Stripe's Radar) to optimize traffic control for high-risk transactions.

Risk Data Analyst @ Grab Nov 2021 – May 2023

- Responsible for Grab Financial Group (GFG) card payment risk across Southeast Asia, protecting multiple business lines including e-wallet top-up, delivery, food/mart order, online/offline payment funds flow
- Perform in-depth analysis with massive data related to payment, passenger, merchant and driver
- Lead and conduct payment fraud monitoring, backtesting historical data with formulated rule logics/machine learning models to prevent millions of dollars in payment fraud losses / suspicious transactions
- Identify and communicate case-by-case fraud modus operandi/insights and advise on recommended actions / operational workflows with various functions such as country team, policy, operations, engineering team, data scientist, product team to reduce payment fraud risk / fraud penalties imposed by bank acquirers
- Enhance analytics capability by designing / implementing dashboard based on different risk signals to monitor and identify new potential fraud trends

Senior Associate Data Scientist @ AIA Malaysia Sep 2019 – Mar 2021

- Responsible for supporting customer marketing team on marketing campaigns and ad hoc analytic requests
- Introduce automation on DS model (such as exception handling, logging, module scripts) in Python
- Perform in-dept analysis in SAS to flag potential fraudulent agent, enhance analytics capability by designing / building dashboard to flag fraudulent agent
- Lead a POC geospatial project with MapQuest/HERE/Google Maps to connect agents to customer, including liaising with various functions (compliance/legal/IT team) for request approvals
- Backend UAT support for financial health check, an assessment under MyAIA new app launched in October 2020

Associate Data Consultant @ Ernst & Young Advisory Services Mar 2018 – Jun 2018

- Responsible to support in project management
- Design and build a POC demo dashboard with SAP Lumira Discover 2.0
- Provide recommendations in data warehouse architecture and BI implementation roadmap on SAP business transformation for a F&B client in Thailand
- MoMs 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 for digital campaign write-ups for different clients in fashion/eye care/oil and gas
- Optimise online adverts to achieve lower cost per audience reach
- Supported in managing end to end digital campaign microsite by working with various functions including copywriter, full stack developers, graphic designers

Skills & Education

SQL, Tableau, Python, Rstudio, Microsoft, SAS, excellent teamwork and communication skills.

2012 – 2015

Monash University Sunway & Clayton | Bachelor of Commerce | Dual Majors; Econometrics & Finance

2011

Sunway University College | Australian Matriculation

2005 - 2010

SMJK Confucian | Sijil Pelajaran Malaysia (SPM)