

Lian Chee Loong

DATA SCIENTIST

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Work Exp.

Senior Data Scientist @ AIA Malaysia

Sep 2019 - Present

- Have managed and enhanced customer repurchase propensity model scoring built in Rstudio, worked in phases of model development, model validation, and out-of-time model scoring.
- Backend datamart UAT for FHC, an assessment under MyAIA new app launched in October 2020.
- Have conducted Loss Ratio analysis in SAS on life agent and direct leader to assist external team to flag potential fraudulent agent. Rewritten SAS script into R Script as part of the process.
- Automated data preparation for policy and claim data from scratch in Oracle Toad and RStudio to create and refresh monthly policy and claim datamart to be used in monthly Loss Ratio dashboard.
- Experienced building RESTful APIs for geospatial project in R with MapQuest/HERE/Google Maps to connect agents to customers.
- Customer deep dive analysis on a specific group of customer to support one of the business initiatives, data extraction, 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