

# Kelvin Phang Keat Hung

Master Data Specialist @ BD

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## EXPERIENCE

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### Master Data Specialist

Nov 2023 – Present

*BD*

*Kuala Lumpur*

- Develop Excel macros for data manipulation and linking across data tables to generate automated reports for stakeholders
- Execute data analysis through ad hoc queries and provide stakeholders with the necessary insights for data-driven solutions
- Utilize data visualization to analyze performance metrics over time, identifying operational anomalies and contributing to a 20% reduction in turnaround time within 3 months
- Initiate proactive communication with department leads and collaborative meetings to address operational anomalies and optimize workflows
- Ensure data integrity by monitoring data pipelines, verifying correct formatting for data processing

### Data Analyst Trainee (Lean Six Sigma)

Dec 2022 – Mar 2023

*Jabil*

*Bayan Lepas, Penang*

- Employed cost-sensitive learning in predictive modeling, with a focus on identifying product failure to enhance stakeholder satisfaction and operational fulfilment
- Streamlined manufacturing test processes, achieving substantial net savings through A/B testing
- Actively contributed to three concurrent operational improvement projects, showcasing strategic planning and collaboration in a team
- Effectively communicated complex data results through Power BI and PowerPoint presentations for performance monitoring
- Analyzed cross-departmental datasets for data accuracy, reliability, and risk assessment
- Developed Excel functions to automate data processing for visualization dashboard

## ACADEMIC PROJECT

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### Capstone (Final Year) Project

*Fake News Detection Using Social Media User Network and Engagement Features*

- Conducted extensive research into fake news detection for project development
- Developed a fake news detection model in Python, incorporating insights gained from research and utilizing machine learning techniques
- Introduced a set of 9 user- and network-related features tailored for precise fake news classification
- Employed thorough evaluation techniques, including model hyperparameter tuning and K-fold cross-validation, to enhance model performance
- Achieved remarkable F1-scores of 0.8437 in the standalone model with the proposed features, and 0.8738 in the final model

## Data Science Project

### Credit Card Fraud Detection Using Machine Learning

- Led a team of six in the development of a credit card fraud detection model in Python, showcasing leadership and collaboration
- Drove feature engineering efforts, harnessing business intelligence techniques to enhance the model's accuracy
- Pioneered the implementation of cost-based learning strategies within the model, yielding a significant 91% reduction in fraudulent transaction amounts
- Delivered a net savings of 82.6% after factoring in associated costs, demonstrating an end-to-end understanding of the project's impact

## EDUCATION

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### Lancaster University @ Sunway University

Aug 2020 – Aug 2023

*Bachelor of Information Systems (Honours) (Data Analytics), First Class*

- Jeffrey Cheah ACE Scholarship

### Sunway College

Jul 2019 – Jul 2020

*Foundation in Science and Technology*

- Jeffrey Cheah Entrance Scholarship

## SKILLS

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**Big Data Mining & Analytics, Machine Learning, Probability & Statistics, Critical Thinking**

**Programming Languages:** Python, R, SQL

**Data Analytics Tools:** Hadoop, Pig, Spark, Power BI, SAS

**Libraries:** pandas, NumPy, scikit-learn, TensorFlow, Keras, Matplotlib, Seaborn

## LANGUAGES

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**English** (Native)

**Chinese** (Native)

**Malay** (Professional working proficiency)

**Japanese** (Intermediate proficiency)