

Kelvin Phang Keat Hung

Master Data Specialist @ BD

Data Analytics/Science Graduate

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ACADEMIC PROJECT

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

EXPERIENCE

Master Data Specialist

BD

Nov 2023 – Present

Kuala Lumpur

- Construct data models and visualize data to provide insights for data-driven solutions during queries from stakeholders
- Analyze performance metrics over time through data visualization on PowerBI, identifying operational anomalies and contributing to a 20% reduction in turnaround time within 3 months
- Develop Excel macros for ETL and data manipulation to generate automated reports for stakeholders, reducing amount of ad hoc report requests significantly
- Ensure data integrity by monitoring ETL data pipelines, verifying correct formatting for data processing
- Initiate proactive communication with department leads and collaborative meetings to address operational anomalies and optimize workflows

Data Analyst Trainee (Lean Six Sigma)

Jabil

Dec 2022 – Mar 2023

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 using data-driven decisions and A/B testing to achieve maximum savings
- Provided technical expertise in data modeling with Excel & PowerBI, including advanced DAX and optimized data models, resulting in 20% more efficient data processing and model refresh times
- Supported cross-departmental projects by developing automated data processing and visualization, enhancing overall data integrity and operational efficiency
- Actively contributed to 3 concurrent operational improvement projects, showcasing strategic planning and collaboration in a team

EDUCATION

Lancaster University

Bachelor of Information Systems (Honours) in Data Analytics

Aug 2020 – Aug 2023

- Graduated with First Class Honours
- Conducted a comprehensive capstone project on social media fake news detection, presented research paper at 2023 IEEE 13th International Conference on System Engineering and Technology (ICSET)
- Completed coursework in Machine Learning, Statistical Analysis, Data Visualization, Database Management, Advanced Business Analytics, and Big Data Parallel Processing on AWS

SKILLS

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

Programming Languages: Python, R, SQL

Data Analytics Tools: Hadoop (AWS), Pig, Spark, Power BI & DAX, Excel, SAS

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

LANGUAGES

English (Native)

Chinese (Native)

Malay (Professional working proficiency)

Japanese (Intermediate proficiency)