

# Liew Jia Cheng

Data Analyst

Data Analyst with a B.Sc. in Data Analytics and 5+ years of experience in the Web3/FinTech space. Expert in translating complex on-chain and off-chain data into actionable business intelligence using SQL, Python, and Dune Analytics.

## CONTACT

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## TECHNICAL SKILLS

**Programming & Querying:** Python, SQL, Dune Analytics

**Data Visualization:** Tableau, Excel, Google Analytics, Looker Studio, Grafana

**Domain Expertise:** On-chain Forensics, DeFi Protocols, Nansen, Arkham, SEO Analysis

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## PROFESSIONAL EXPERIENCE

**Data Analyst (Marketing & Product) | FEB 2024 - DEC 2025**

BEDROCK

- **SQL & BI Dashboards:** Built custom **SQL queries** on **Dune Analytics** to visualize product health metrics like TVL, volume, and user retention for executive decision-making.
- **Python Automation:** Developed **Python scripts** using **blockchain APIs** to automate tracking of whale wallet activity and cross-chain user flows.
- **Market Intelligence:** Conducted deep-dive analysis on competitor protocols and multi-chain ecosystems to identify high-value partnership opportunities.
- **Retention & Lifecycle Analytics:** Analyzed user cohort behavior and "stickiness" metrics to identify drop-off points in the product funnel, leading to targeted re-engagement strategies.
- **Growth Analytics:** Correlated on-chain transaction data with social sentiment (X/Discord) to optimize marketing spend and increase platform traffic.

**Data Analyst / Operations Specialist | APR 2023 - 2024**

ZORIXCHANGE

- **Quantitative Vetting:** Spearheaded a token listing framework using **on-chain forensics** to audit project liquidity and technical health.
- **Predictive Analysis:** Leveraged user traffic and on-chain metrics to identify undervalued assets, securing early listings that drove volume.
- **Data-Driven Ops:** Directed design and operations teams by aligning visual campaigns with **data-backed** user engagement metrics.
- **Strategic Reporting:** Automated weekly reports on **SEO performance** and market volatility to guide senior management decisions.

## EDUCATION

Asia Pacific University | Petaling Jaya, Malaysia

B.Sc. (Hons) in Computer Science (Specialism in Data Analytics) | 2018 – 2021

- Second Class Honours, First Division
  - Data Mining, Statistical Analysis, Database Management, Machine Learning
  - SAS Joint Certificate in Computer Science and Data Analytics
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## LINKS

<https://dune.com/zardy>

<https://dune.com/test4444>

<https://linkedin.com/in/liewsteven>

<https://github.com/stevxnnn>

<https://liewsteven.vercel.app/>