Gogolook Builds Data-driven Anti-Fraud Tech with CloudMile & GCP

With CloudMile's help, Gogolook integrates Google Cloud Firebase to record user interactions and browsing behavior within its various apps, such as Whosecall. It then integrates this data with the BigQuery and Looker Studio for subsequent analysis.

The challenge

Gogolook is eager to capture and analyze users' browsing behaviors and app interaction. Through the process it aims to gain insights to improve its services: identifying frequently queried phone numbers, increasing the sources of fraud data, and consolidating patterns and methods used by repeat offenders for fraud prevention within their app services, within its app, Whosecall.

The solution

With CloudMile's help, Gogolook integrates Google Cloud Firebase to record user interactions and browsing behavior within Whoscall. It then integrates this data with the BigQuery and Looker Studio for subsequent analysis to gain insights to check mostly-queried phone numbers, identify sources of fraud data, and consolidate patterns used by repeat offenders for fraud prevention.

The result

Gogolook leverages Google Cloud Platform's comprehensive data ecosystem and user-friendly interface, allowing technical personnel to focus on analyzing business topics rather than solving technical issues. This effectively reduces the onboarding time for new employees in the data department by 30% and enable colleagues from different departments to easily discover potential trends in data bulks.

> " Looking ahead, we hope to leverage the powerful analytical and predictive capabilities of AI to enable colleagues from different departments to easily discover potential trends in large amounts of data. By utilizing these insights, we can make more strategic decisions, bring innovative solutions, and achieve business growth, along with CloudMile's tech support and consulting services. "
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> Yimin Kao, Director of Data and Business Intelligence at Gogolook, Gogolook

About Gogolook

Founded in 2012, Gogolook is dedicated to creating a global digital anti-fraud and risk management service powered by AI and data-driven technologies, with its core principle being "Build for Trust." Taiwan as its HQ, the company also plans to expand further into Southeast Asian markets, aiming to create a "zero fraud environment" for the world.

Vertical/horizontal solution: Software & Internet

Primary project location: Taiwan

About CLOUD MILE LIMITED

CloudMile Group, a leading AI and cloud technology company in Asia, focuses on digital transformation for its corporate clients, and driving growth.

Products
Google Cloud Platform