

Yuting Liang

(Personal website: <https://eutings.github.io/PersonalWebsite/>)

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Education

King's College London

| MSc Urban Informatics | 2023 – 2024

Relevant Courses: Computer Programming for Data Scientists (91/100), Spatial Data Analysis (71/100)

Royal Holloway University of London

| MSc Project Management | 2019 - 2020

Average Grade: 76.5/100 (Distinction)

Beijing Institute of Technology, Zhuhai

| BSc Accounting | 2015 - 2019

Relevant Courses: Linear Algebra (92/100), Advanced Mathematics (87/100), Probability Theory & Mathematical Statistics (89/100), Financial Analysis (90/100)

Work Experience

Westminster City Council

Data Analyst

January 2024 – April 2024

- Utilized Python and its libraries (Pandas, NumPy, Folium, HeatMap, Matplotlib) for processing and analyzing city data, effectively managing and analyzing data on assisted individuals and crime statistics.
- Employed geospatial data visualization to create crime heat maps, identifying and analyzing high-risk areas to improved city management and public safety, protected more than 400 visitors' night tour yearly.
- Proposed improvements to data collection and analysis processes to enhance data quality and decision-making accuracy.

GuangZhou Anqin Certified Public Accountants Co., Ltd

Business Analyst

August 2022 - September 2023

- Conducted performance planning, forecasting, closing, and analytical reporting to support decision-making.
- Closely monitored project profitability, direct costs, expenses, sub-consultant fees, variation orders, and FX exposition to ensure healthy project operations.
- Tracked cash flow generation, significantly improving company financial management efficiency.

Otype Technology Co., Ltd

Business Analyst

November 2021 - August 2022

- Leveraged SQL for data extraction and BI tools for automatic data refreshing.
- Conducted pre-campaign forecast evaluation, tracking, and post-campaign review for online sales within the CRM Communications system increasing ROI by 30%.
- Applied RFM model to analyze customer value for Giorgio Armani Beauty, managing high-value users and identifying specific preference buyers for targeted SMS and WeChat marketing campaigns.
- Utilized Python for data processing, including merging datasets and cleaning outliers. Led team in evaluating data analysis feasibility, estimating task timelines, and maintaining a task error rate below 1%.

Certifications

- Python (Basic) Certificate, HackerRank
- SQL (Advanced) Certificate, HackerRank

Skills

Python, SQL, Excel, Tableau, QGIS, Machine learning, API, Geospatial analysis, Project management