

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 improve city management and public safety, protecting more than 400 visitors' night tours annually.
- 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

- Successfully identified and analyzed multiple instances of anomalies by comparing historical financial data, providing valuable decision support to the management team.
- Accurately evaluated the profitability of each department and investment project through detailed operational data analysis, providing a basis for optimizing resource allocation.
- Utilized data visualization to propose production and inventory adjustments based on seasonal and time-based demand, enhancing the company's market responsiveness. (e.g., restaurant, supermarket)

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.

Certifications

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

Skills

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