

Yuting Liang

+44 7493774127 | liangyuting96@outlook.com | London

Personal Statement

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

A highly analytical and detail-oriented Data Scientist with extensive experience in data analysis, machine learning, and statistical modeling. Proficient in Python, SQL, and data visualization tools, with a strong foundation in geospatial analysis and CRM systems.

Education

- | | | |
|--|--------------------------|----------------------------|
| ● King's College London | MSc in Urban Informatics | September 2023 - Present |
| ● Beijing Institute of Technology, Zhuhai | BSc in Accounting | September 2015 - June 2019 |

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 techniques to create crime heat maps, identifying and analyzing high-risk areas.
- 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

- Performance planning, forecasting, closing, and analytical reporting to support decision-making.
- Close monitoring of project profitability, direct costs, expenses, sub-consultant fees, variation orders, FX exposition to ensure healthy project operations.
- Tracking cash flow generation, significantly improving company financial management efficiency.

Otype Technology Co., Ltd

Business Analyst

November 2021 - August 2022

- Conducted data extraction using pgSQL and automated data refreshes with BI tools, enhancing decision-making and marketing strategies.
- Utilized CRM systems to analyze customer data, segment high-value users, and tailor marketing campaigns, resulting in targeted customer engagement.
- Applied machine learning techniques to predict sales trends to guide inventory management and pricing strategies.
- Monitored and analyzed e-commerce sales data to enhance advertising strategies, increasing ROI by 30%.

Certifications

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

Skills

- Programming Languages: Python, SQL
- Data Visualization Tools: Excel, Tableau, QGIS
- Other Skills: machine learning, API, geospatial analysis, project management