Yuting Liang

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

Education

King's College London | MSc Urban Informatics | September 2023 – Present

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

Royal Holloway University of London | MSc Project Management | September 2019 -September 2020

Average Grade: 76.5/100 (Distinction)

Beijing Institute of Technology, Zhuhai | BSc Accounting | September 2015 - June 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 techniques to create crime heat maps, identifying and analyzing high-risk areas to improved city management and public safety.

•   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