Yuting Liang

+44 7493774127 | liangyuting96@outlook.com | London

Personal Statement

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

Highly analytical and detail-oriented Data Analyst with extensive analytical skills. Proficient in Excel, Python, SQL, and CRM systems. Seeking to apply my data analysis expertise to contribute to evidence-based decision-making.

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.

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%.

Hunan Happy Sunshine Interactive Entertainment Media Co., Ltd

Advertising Operations Executive   December 2020 - March 2021

• Successfully integrated multi-source data, designed automation scripts that reduced data preprocessing time by 30%, enhancing data accuracy and operational efficiency.

• Monitored and analyzed over 500 programmatic advertising campaigns using Excel to extract key performance indicators, promptly reporting results through data visualizations.

Certifications

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

Skills

• Programming Languages: Python, SQL
• Data Visualization Tools: Excel, Tableau, BI
• Other Skills: Data collection and processing, geospatial analysis, project management