

Yuting Liang

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

Mobile: 7493774127 | Email: liangyuting96@outlook.com | Lewisham, London, SE13 5FN

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

GPA: 76.5/100 (Distinction)

Thesis: Main Factors that affect the Demand for Electric Vehicles (EV) in China (80/100)

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 Intern (On-site | London, UK)

January 2024 – April 2024

- Developed custom geoprocessing tools and scripts using Python and its libraries (Pandas, NumPy, Folium, Matplotlib) to automate data workflows and enhance analytical capabilities.
- Created interactive maps and visualizations to communicate research findings to stakeholders.
- Identified and analyzed 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 (Hybrid | Guangzhou, China)

August 2022 - September 2023

- Developed a centralized business intelligence dashboard and implemented anomaly detection alerts by comparing historical financial data, providing valuable decision support to the management team.
- Evaluated the profitability of each department and investment project through detailed operational data analysis, providing a basis for optimizing resource allocation.
- Applied A/B testing to optimize inventory adjustments based on seasonal and demand-based insights, improving product turnover by 15%. (e.g., restaurant, retail)

Otype Technology Co., Ltd

Business Analyst (On-site | Shanghai, China)

November 2021 - August 2022

- Leveraged SQL for data extraction and BI tools for automatic data refreshing, reducing manual effort by 25%.
- Conducted pre-campaign forecast evaluation, tracking, and post-campaign review for online sales within the CRM system, increasing ROI by 30%.
- Developed a customer segmentation model using RFM analysis and K-means clustering to target high-value users in marketing campaigns, increasing engagement by 20%.
- Built a Random Forest classifier to predict customer churn, achieving an accuracy rate of 86% and reducing churn by 10% in the subsequent quarter.

Others

Skills: Python, SQL, Excel, Tableau, Machine learning, API, Geospatial analysis, QGIS, A/B Testing, Project management

Certifications: 1. Python Certificate, HackerRank, 2. SQL Certificate, HackerRank

Language: Cantonese, Mandarin, English