

Yuting Liang

+44 7493774127 | liangyuting96@outlook.com | London

Personal Statement

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

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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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

