

Guangyu Peng

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SUMMARY

Finance professional with a Master's in Financial Technology and certifications (CFA, ACCA, CPA). Skilled in financial planning, data analytics, and cross-industry finance roles. Proficient in Excel VBA, PowerBI, and Python for financial modeling and automation. Experienced in sales analysis, budgeting, and financial statement consolidation. Multilingual (English, Chinese, Japanese, Korean) with strong analytical and communication skills.

PROFESSIONAL EXPERIENCE

Group Financial Planning Analyst Manager

City Experience LTD, Dublin, Ireland

Mar 2025 – Present

- Financial modeling and forecasting. Develop and maintain robust financial models (Python AI model) for budgeting, forecasting, and strategic planning, integrating market trends and seasonal data to ensure accuracy and alignment with business objectives.
- Variance analysis. Conduct detailed reviews of budget deviations against historical data and industry benchmarks, identifying trends and providing actionable recommendations to optimize financial performance.
- Strategic planning. Collaborate with the Head of Finance and leadership to align financial plans with long-term goals, integrating financial strategies with broader business initiatives to support data-driven decision-making.
- Demand and inventory forecasting. Build predictive models for inventory levels, purchasing strategies, and global passenger demand, incorporating seasonal fluctuations and supply chain constraints to enhance operational efficiency.
- Financial reporting. Prepare and analyze accurate monthly financial statements, including income statements, balance sheets, and cash flows, ensuring compliance with IFRS and GAAP standards and supporting cash flow projections.
- Cross-functional collaboration. Partner with operations, regional directors, and inventory managers to gather critical data, delivering clear financial insights to non-financial stakeholders to drive strategic and operational decisions.

Financial Data Analyst (Japanese Market)

ICE Data Services, Dublin, Ireland

Jan 2023 – Feb 2025

- Data analysis. Analyze and transform complex financial data from legal documents, third-party reports, and vendor sources, ensuring accuracy and timeliness.
- Process automation. Implement VBA and Python scripts to automate data processing workflows, reducing manual effort and improving data quality.
- Customer support. Resolve client inquiries promptly, crafting detailed responses that address challenges and outline methodologies used for solutions.
- Document sourcing. Procure critical financial documents through creative internet research and direct outreach to issuers and underwriters.
- Process optimization. Contribute to ad-hoc projects, identifying workflow efficiencies that enhance data accuracy and accelerate time-to-market.
- Data quality assurance. Validate and refine datasets, ensuring ICE's products meet best-in-class standards for reliability and comprehensiveness.

Group Financial Planning Analyst

Intrepid Spirits Limited, Dublin, Ireland

Nov 2021 – Sep 2022

- Sales analysis. Perform regional and brand-level sales analysis using Excel pivot tables and PowerBI, delivering insights to support strategic decisions.
- Task automation. Develop VBA programs to automate repetitive Excel tasks, significantly reducing processing time and enhancing efficiency.
- Budget preparation. Assist in drafting group budgets, aligning financial targets with organizational objectives and market conditions.
- Financial statement consolidation. Support the preparation and finalization of group and subsidiary financial statements, ensuring accuracy and compliance.
- Account management. Maintain accurate accounts for the Chinese subsidiary, coordinating activities for the newly established Japanese entity.
- Ad-hoc reporting. Deliver tailored financial reports to senior management, addressing specific business needs and supporting strategic planning.

Banking Regulator

China Banking & Insurance Regulatory Commission, Honghe Branch, China

Jul 2017 – Dec 2019

- Financial statement review. Check and reconcile monthly, quarterly, semi-annual, and annual financial statements of local banks, ensuring accuracy and compliance.
- Risk analysis. Analyze critical financial ratios and items to identify material risks, providing actionable insights to mitigate potential issues.
- Credit control. Monitor credit risk identification, assessment, and response processes, ensuring robust risk management practices in local banks.
- Compliance auditing. Conduct audits of financial and non-financial information, focusing on AML, CTF, corporate governance, and internal controls.
- Regulatory rating. Evaluate local banks using the CAMEL framework, preparing comprehensive annual reports to guide regulatory oversight.
- Asset administration. Maintain the department's fixed asset register, accurately recording and reporting asset movements.

KEY SKILLS

- **Soft Skills:** Communication, teamwork, problem-solving, adaptability, attention to detail.
 - **Technical Skills:** Financial modeling, Excel VBA, Power Query, SQL, PowerBI, Tableau, Python (numpy, pandas, matplotlib, scikit-learn), NetSuite, IFRS, GAAP.
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EDUCATION, CERTIFICATIONS, AND LANGUAGES

Education	<ul style="list-style-type: none">• MSc Financial Technology <i>Dublin Business School (2020–2021)</i> Core Modules: Applied Financial Analysis, Machine Learning & Data Analytics, Quantitative Financial Modelling
	<ul style="list-style-type: none">• BBA International Accounting <i>Yunnan University of Finance and Economics (2012–2016)</i> Core Modules: Financial Statement Analysis, Accounting Information System, International Accounting
Certifications	<ul style="list-style-type: none">• CFA (Passed all exams)• ACCA• CPA• IBM Data Analyst• Data Visualization with Tableau• Data Visualization with Power BI
Languages	<ul style="list-style-type: none">• Fluent: English, Chinese, Japanese• Intermediate: Korean

RELEVANT PROJECTS

- Automated group financial statement consolidation with VBA, generating P&L reports by brand, region, and subsidiary.
 - Developed a VBA and PowerBI solution for global product analytics, enabling revenue, COGS, and profit analysis.
 - Built a Python-based stock return prediction model using the Fama & French five-factor model and machine learning.
 - Conducted time series analysis in Python for sales and cash flow predictions, enhancing forecasting accuracy.
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