

YUHONG LIU

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PROFILE

Dedicated BI professional with 5+ years of experiences in applying business intelligence & analytics to performance improvement, sales operations, and forensics & compliance across industries

TECHNICAL SKILLS

Business Intelligence

MS SQL, Teradata, MySQL, Spark
Data Modelling (ER, star, snowflake)
ETL, Data Migrator, SSIS

Analytics

Tableau, Power BI
WebFOCUS, MicroStrategy
pandas, numpy, pyspark

Programming

SAS EG, Python, R
MATLAB, Java OOP
Excel VBA Macro+

Business Knowledge

Lean Six Sigma, 5S, DMAIC
3rd party DD, IS Audit
OR models & algorithms

EDUCATION

2014 ~ 2016

2009 ~ 2014

2007 ~ 2011

Master of Engineering - Industrial Engineering

Bachelor of Applied Science - Industrial Engineering

Honor Bachelor of Science - Actuarial Science and Statistics

University of Toronto

University of Toronto

University of Toronto

EXPERIENCE

Ernst & Young

(Greater China
Forensic & Integrity
Services)



Senior Consultant (Level 3), Forensic Data Analytics

June 2018 - Present

- Project managed multiple end to end (lead to delivery) client engagements and internal R&D projects
- Conducted forensic data analysis and visualization with MNC's T&E system data using Tableau/Power BI
- Provided automated third party due diligence services using external and internal compliance databases
- Created strategic planning and process mapping of the digitalization of third party due diligence platform
- Managed implementation of Tableau Server and data warehouse requirements analysis
- Supported audit teams by creating automated python tools for rule-based randomized audit sampling

Consultant, Business Intelligence

December 2016 – June 2018

- Delivered high quality billable professional services and analytics solutions using WebFOCUS BI Software
- Communicate and effectively demonstrated ideas and solutions towards positive outcomes to customers
- Defined customer-centric business objectives, environment specifications and reporting requirements
- Designed and built data models and reporting data marts in MS SQL server enabling enterprise reporting
- Created various functional dashboards and report designs satisfying customer requirements and objectives

Specialist, Marketing Intelligence & Analytics - F2F/Dealer Channel

January 2016 - December 2016

- Managed Bell SMB marketing intelligence programs for over 70 agents and resulted over 100% in growth
- Programmed Excel VBA Tools to conduct commission calculation and incentive analysis for vendors
- Managed the CRM tool development with cross-functional collaboration of Marketing, BI and IT Groups
- Mined and generated potential sales leads from wireless subscriber database using SAS EG and Teradata
- Conducted strategic capacity planning and region segmentation for F2F channel teams in ON & QC
- Created data visualizations and ad-hoc analysis dashboards using MicroStrategy Visual Insight

Developer, Business Intelligence - Subscriber & Performance Analytics

June 2014 – September 2015

- Accomplished a full leadership rotation in Bell's IPTV technical support centre and retail stores
- Initiated an IVR process improvement project with estimated saving of \$58K per year for Bell Canada
- Coordinated \$250K+ budget EDW data integration project with multiple stakeholders across organization
- Provided trainings in MicroStrategy visual insight for 200+ internal clients including multiple VP's
- Piloted and created the first mobile business intelligence dashboard across Bell Mobility
- Generated ad-hoc SQL queries & SAS reports for senior executives in Sales and Marketing operations

Intern, Release Operation and Project Management

May 2012 – April 2014

- Facilitated more than 43 software releases and legal clearances of IBM Rational AM products
- Participated in defect projection and established goals for 37 products owned by 2 division VP's
- Conducted weekly APAR (defect) & RFE (require for enhancement) tracking and reporting
- Designed and automated the RFE reporting process using Java, Perl, and Linux email server

Certified WebFOCUS Application Developer Professional

May 2017

Green Belt Certificate in Lean Manufacturing and Six Sigma

November 2013

Deloitte accelerated Business course in Project, Change and Risk management

October 2010

SAS Programming I & II, Statistical Analysis I, Intro to Macro

September 2014

MicroStrategy – Advanced Reporting, Project Design Essential, Advance Project Design

October 2014

SOA/CAS/CIA Exam Probability, Financial Mathematics for Actuaries

March-August 2009

M.Eng Project – Big data analytics and visualization on 211Toronto.ca web session

Thesis - Study of inventory and pricing management policy for stochastic and seasonal demand

Thesis - Application of SLA & MIP optimal inventory rebalancing route for Bike Sharing

Integrated Solution for Timely Delivery of Customer Change Requests

IJUNESST Vol. 7, No. 2

Express company's vehicle routing optimization by multiple-dynamic saving algorithm

JIEM Vol. 7, No. 2

English (fluent), **Mandarin** (mother tongue), **Cantonese** (listening)

Able to Travel up to 25% • Available for Full-Time & Contract Assignments

PROJECTS & THESIS

PUBLICATION

LANGUAGES

(Customer Operations
and Marketing Insight
Team)



IBM Canada

(Rational AM-EADC
core PMO Team)



Information Builders

(Professional Service
Division)
Information Builders

Bell Canada

(Small Business
F2F/Dealer Channel
Sales Team)

