# YUHONG LIU

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## PROFILE

Dedicated analytics professional with more than 4 years of experiences in designing data visualizations and applying business intelligence technologies for enterprise reporting and analysis

## KEY SKILLS

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|---|---|---|---|
| Teradata, MS SQL, Oracle | Excel Macro VBA | Pyspark, Pandas, Numpy | Linux Command Line |
| SAS EG, R, MATLAB | Python, Java OOP | Lean Six Sigma, DMAIC | HTML,CSS, Web design |
| MicroStrategy, Tableau | Spark, Hive SQL | Financial Mathematics | OR model & algorithm |

## EDUCATION

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|---|---|---|
| 2014 ~ 2016 | **Master of Engineering -** Industrial Engineering | **University of Toronto** |
| 2009 ~ 2014 | **Bachelor of Applied Science -** Industrial Engineering<br>Dean's Honor List - Fall & Winter 2014 | **University of Toronto** |
| 2007 ~ 2011 | **Honor Bachelor of Science -** Actuarial Science and Statistics | **University of Toronto** |

## EXPERIENCE

### Bell Canada
(Small Business F2F/Dealer Channel Sales Team)

**Specialist, Marketing Intelligence & Sales Analytics** - F2F/Dealer Channel        **January 2016 - Present**

- Managed Bell SMB marketing intelligence programs for over 70 agents and resulted 100% growth in sales
- Conducted commission calculation and incentive analysis for multiple vendors in ON and QC
- Managed the CRM tool development with cross-functional collaboration of Marketing, BI and IT
- Generated sales leads using wireless subscriber base and designed effective cross-sell strategies
- Conducted strategic capacity planning and region segmentation for F2F channel teams in ON & QC
- Created various ad-hoc reports and analysis on Sales, Marketing Intelligence and Agent Performance

### Bell Mobility
(Customer Operations and Marketing Insight Team)

**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
- Conducted IVR process improvement project with estimated saving of $58K per year
- 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 & SAS reports for senior executives in Sales, Marketing and Customer Operations
- Automated data querying using self-served MicroStrategy dashboards and SAS EG

### IBM Canada
(Rational AM-EADC core PMO Team)

**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
- Acted as a focal point for Rational AM products under IBM Clearing House Initiative and
- Reduced total of more than 200 data integrity issues within 3 month period
- Hosted multiple IBM software release legal training sessions for team members

## TRAINING & CERTIFICATE

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|---|---|
| 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 of Actuarial Probability | **March 2009** |
| SOA/CAS/CIA Exam Financial Mathematics for Actuaries | **August 2009** |

## PROJECTS & THESIS

**M.Eng Project - 211Toronto.ca Web Session Analysis and Visualization**
- An end to end web session analysis of 211Toronto.ca's web log including raw data ETL, sessionization of visits, and data visualization using Apache Spark, Jupyter notebook and Tableau

**Thesis - Study of inventory and pricing management policy for stochastic and seasonal demand**
- Analyzed existing inventory optimization models, pricing strategies, as well as dynamitic programming algorithms for potential application in estimating goods with seasonal demand

**Thesis - Application of SLA & MIP optimal inventory rebalancing route for Bike Sharing**
- Proposed a bike station inventory rebalancing model based on service level requirement bounds, mixed integer programming and travelling salesmen problem model with sample case studies

## PUBLICATION

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|---|---|
| Integrated Solution for Timely Delivery of Customer Change Requests | **IJUNESST Vol. 7, No. 2** |
| Vehicle routing optimization by multiple-dynamic saving algorithm | **JIEM Vol. 7, No. 2** |

## LANGUAGES

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

Able to Relocate & Travel Extensively   ●   Available for Full-Time & Contract Assignments