

# YUHONG LIU

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## PROFILE

Dedicated analytics professional with more than 4 years of experiences in applying BI technologies and Analytical models to sales, marketing and customer operations in software and telecom industry

## KEY SKILLS

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	WebFOCUS, InfoAssist+	OR model & algorithm

## EDUCATION

2014 ~ 2016

**Master of Engineering - Industrial Engineering**

**University of Toronto**

2009 ~ 2014

**Bachelor of Applied Science - Industrial Engineering**

**University of Toronto**

2007 ~ 2011

**Honor Bachelor of Science - Actuarial Science and Statistics**

**University of Toronto**

## EXPERIENCE

### Information Builders

(Professional Service Division)

### Consultant, Business Intelligence

**December 2016 - Present**

- Delivered high quality billable professional services using WebFOCUS BI suite to top financial institutes
- Defined customer-centric business objectives, environment specifications and reporting requirements
- Created functional dashboard and report designs to support customer project requirements and objectives
- Effectively demonstrated influence towards positive outcomes, internally and externally with customers

### Bell Canada

(Small Business F2F/Dealer Channel Sales Team)

### 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
- 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 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
- Reduced total of more than 200 data integrity issues within 3 month period

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**

## TRAINING & CERTIFICATE

## 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 dynamic 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

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