刘宇竑（YUHONG LIU）

Unit 912 – 70 Forest Manor Rd ● 多伦多, 安大略省, 加拿大, M2J 0A9 ● 电话：(647) 669-8839 ● 邮件：liuyuhongsh@gmail.com

个人简介	加拿大知名大学(University of Toronto)双学士和工程硕士毕业生，在应用商业智能（BI）技术，数据分析模型和销售预测方面有超过 4 年的工作经验，曾作为资深商业智能顾问就职于商业智能软件供应商 IBI 以及多家跨国银行，软件和电信公司的市场，营销和客户运营部门
职业技能	商业智能，数据库管理，数据可视化设计，仪表盘，报表设计，客户数据挖掘, 营销策略，运营数据分析, SAS EG, R, MATLAB, Python, Java, Lean Six Sigma, DMAIC, MicroStrategy, Tableau, Apache Spark, Hive SQL, WebFOCUS, InfoAssist+, HTML,CSS, 网页设计,运筹学模型，线性优化

教育背景

工程硕士 (Master of Engineering) - 工业工程专业　　　　　　University of Toronto
工程学士 (Bachelor of Applied Science) - 工业工程专业　　　University of Toronto
荣誉科学学士 (Honor Bachelor of Science) - 精算统计专业　　University of Toronto

工作经验

Information Builders (专业咨询部)

资深商业智能顾问　　　　　　　　　　　　　　　　　　**January 2017 - Present**
- 运用 WebFOCUS 软件给金融企业提供高质量的数据可视化和自动报表信息咨询服务
- 深入了解客户的 IT 运营环境，商业数据需求以及可以提供的人力和资源来制定相关的方案
- 为客户的数据系统量身定制数据模型以及数据市场来满足运营和策略上面的企业报表需求
- 帮助客户安装和升级 WebFOCUS 软件，解答客户实际操作上的技术上问题
- 保持良好的客户关系，积极地向客户推广公司的软件和服务来增长业务

Bell Canada (中小企业客户销售部)

市场策略数据分析专员　　　　　　　　　　　　　**January 2016 - December 2016**
- 管理中小企业客户销售部的市场策略数据分析项目，向超过 70 人的销售团队提供数据支持
- 运用数据挖掘模型从公司客户数据库里找出潜在客户信息并提供给销售经理去跟进
- 作为部门的产品经理，与 IT 和营销部门合作并设计了移动端的 CRM 软件来帮助销售人员
- 运用 SAS 和 Microstrategy 集合多个部门的原始数据设计开发了部门的销售业绩管理报表
- 通过统计模型和数据分析帮助部门副总找出最优化的人员管理方案
- 预测销售团队每个季度的销售业绩以及销售人员的奖金预算

Bell Mobility (客户体验市场情报部)

商业智能分析师　　　　　　　　　　　　　　　　　**June 2014 – September 2015**
- 作为公司的管理实习生曾在不同的电话客服中心和营销网点帮助客户解决问题，了解基层
- 通过积极的调研和分析向公司提供了 IVR 优化方案，可帮公司每年节省 5.8 万加元的经费
- 作为商业智能部门的项目经理，参与设计了超过 250 万加元的数据库整合项目
- 为超过 200 人提供了 MicroStrategy 的内部培训，其中包括了公司多个部门的副总和高管
- 为销售部门管理层设计开发了移动端的销售业绩管理仪表盘
- 熟练运用 SQL，SAS，Microstartegy 来为业务部门提供需要的数据服务

IBM Canada (Rational AM-EADC core PMO Team)

实习项目管理/软件发布工程师　　　　　　　　　　　　**May 2012 – April 2014**
- 帮助软件项目经理发布了超过 43 个不同的软件更新，解决了各类软件法律有关的技术问题
- 参与管理了全球副总手下 37 个软件的漏洞预防项目，回馈客户要求给项目经理
- 汇总各项软件的关键指标的最新预测数据，并解释各种变动趋势的原因
- 利用工作闲暇时间，设计开发了自动化的 RFE 通知系统
- 积极参与软件文档更新工作，解决了超过 200 个的文档错误

培训证书

WebFOCU 软件认证专业开发工程师	**2017**
精益六西格玛 绿带	**2013**
德勤（加拿大）项目管理，风险管理，变革管理培训证书	**2010**
SAS Programming I & II, Statistical Analysis I, Intro to Macro	**2014**
微策略(MicroStrategy) Advanced Reporting, Project Design Essential, Advance Project Design	**2014**
北美精算师学会，精算考试 P, FM	**2009**

学术文章

硕士毕业项目 211Toronto.ca Web Session Analysis and Visualization
本科毕业论文 Study of inventory and pricing management policy for stochastic and seasonal demand
本科毕业论文 Application of SLA & MIP optimal inventory rebalancing route for Bike Sharing

发表论文

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**

语言能力

英语 (精通), 托福 IBT 成绩 111/120, 中文(母语)

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

YUHONG LIU

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PROFILE

Dedicated analytical professional with 4+ years of experiences in applying business intelligence and data analytics to performance management, marketing/sales operations and process improvement

KEY SKILLS

Teradata, MS SQL, Oracle	Excel Macro VBA	Pyspark, Pandas, Numpy	Linux Command Line
SAS EG, R, Python	MATLAB, 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 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

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

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
- 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

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

TRAINING & CERTIFICATE

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**

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

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)