

YUHONG LIU

Unit 912 – 70 Forest Manor Rd • North York, ON, Canada, M2J 0A9 • Phone: (647) 669-8839 • liuyuhongsh@gmail.com

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 (Contract)

January 2017 - 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

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

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