YIXIN LIANG

SUMMARY OF QUALIFICATIONS

- Canadian Securities Course certificate (Aug. 2020)
- SAS Base and Advanced certified for SAS 9 (Jul. 2019)
- Technical abilities: Excel, RStudio, Python, SAS, and Stata
- Extensive background in finance
- Strong data analysis and data visualization skills
- Significant exposure to mathematics and statistical science
- Demonstrated quantitative and qualitative research skills
- Solid communication and dispute resolution skills
- Languages: fluent in English and Mandarin Chinese

EDUCATION

Bachelor of Commerce   **University of Toronto (Toronto, Canada)**   **Sep. 2018 – Apr. 2022**

- Specialize in **Finance and Economics**, Specialize in **Applied Statistics**
- CGPA: 3.84/4.0 (**High Distinction**)
- Received the 2020 Innis College Exceptional Achievement Award for outstanding academic performance
- Dean's List Award recipient for the 2019-2020 academic year
- Relevant coursework: Calculus; Management Accounting; Capital Market Theory; Probability, Statistics and Data Analysis; Organizational Behaviour; Corporate Finance; Money, Banking, and Financial Markets; Applied Econometrics; Markets, Competition, and Strategy; Financial Accounting; Fixed Income Securities; Investments; Methods of Data Analysis; Surveys, Sampling and Observational Data; Macroeconomics; Microeconomics

CASE COMPETITIONS AND PROJECTS

Statistical Analysis Project   **Dec. 2020**

- Analyzed the popular vote and the electoral vote during the 2019 Canadian Federal Election
- Using the data from the 2019 Canadian Election Study Survey and the 2017 General Social Survey; employed logistic regression models and the post-stratification analysis in RStudio
- Developed a model and concluded that the Liberal Party is expected to gain 30.18% of the popular vote and 29.27% of the electoral vote, while the Conservatives are projected to gain 28.57% of the popular vote and 28.77% of the electoral vote
- Compared the model results to the actual election results and determined that the model successfully predicted the electoral vote but failed to replicate the popular vote
- Identified several explanations for the inability of the model to predict the popular vote and outlined recommendations to improve future simulations

Data Analysis Project   **Dec. 2020**

- Analyzed the factors which affect sale prices of detached homes in Mississauga and Toronto
- Downloaded and processed the data from the Toronto Real Estate Board
- Identified significant variables by running linear regression models and the backward elimination process
- Determined that location, taxation, and list prices have a major impact on sale prices

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Creative Shock Case Competition   **Oct. 2020**
- Investigated the failure of a restaurant to earn higher revenue following its re-launch
- Analyzed the restaurant's EBITDA margin and the food menu; noted trends in dining habits and observed the neighbourhood surrounding the restaurant
- Identified three barriers to the restaurant's growth and outlined solutions to improve the business; presented the findings and displayed solid presentation skills

- Designed a marketing strategy for an innovative children's clothing brand - Pocket Hero
- Analyzed the company's target audience and reviewed its medium-term goals; developed a marketing strategy which highlighted the company's identity
- Created a video which outlined the proposed marketing strategy for Pocket Hero; the recording is available at https://www.youtube.com/watch?v=qXlDDEuoj_0&rel=0

Applied Econometrics Project   **Aug. 2020**
- Investigated patterns in the placement of KFC restaurants by developing a logistic model in Stata
- Predicted the future distribution of the KFC restaurants based on the significant variables
- Used given data to determine whether KFC will open a restaurant in the Toronto Eaton Center
- Determined that there is a 99.9% probability that KFC will open a restaurant in the mall
- Assessed the impact of KFC's expansion on the operating decisions of McDonalds inside the mall

COMMUNITY INVOLVEMENT

Member   **Mandarin Debate Club (Toronto, Canada)**   **Sep. 2018 – Feb. 2019**
- Organized debate competitions and participated in the debates
- Promoted the club and coached new club members
- Booked venues for events and managed logistical issues

HOBBIES AND INTERESTS
- Cooking, skiing, and working out