

LIYI LIANG

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EXECUTIVE SUMMARY

Experienced Data Analyst with 3+ years specializing in Business Intelligence and Cloud Solutions. Developed end-to-end ETL solutions in BigQuery, with hands-on experience in AWS Redshift and Snowflake. Built a Python-based attribution model that optimized bidding strategies, achieving 2.8x conversion growth while reducing costs by 64%.

PROFESSIONAL EXPERIENCE

Data Analyst

May 2021-Dec 2022

TrueMetrics Consulting

Shenzhen, China

A leading Google Certified Partner with 12+ years of experience, delivering tailored analytics for top enterprises.

- **Data Modeling:** Developed a Python-based attribution model using Shapley value to quantify user engagement impact, enabling data-driven bidding optimization that achieved 2.8x conversion growth and 64% cost reduction.
- **SQL Optimization:** Reverse engineered Google Analytics 4 reporting in BigQuery, implementing complex SQL queries with Common Table Expressions to process semi-structured source data. Achieved 5% data variance against native reports while automating daily refresh pipelines to eliminate API dependencies and sampling limitations.
- **ETL Automation:** Developed automated pipelines with BigQuery Scheduled Tasks, refreshing 10+ Data Mart Tables and processing 3M+ records daily to deliver region-specific product launch insights and ad performance feedback.
- **Data Visualization:** Created an interactive video-ad-effectiveness dashboard in Looker Studio, identifying the bottom 25% of underperforming ads and enabling strategic resource reallocation to maximize ROI. Processed hit-level and first-party data using complex SQL in Google Ads Data Hub to enable comprehensive customer funnel analysis.
- **Data Accuracy Improvement:** Diagnosed initial Google Analytics setup inaccuracies by performing in-depth data comparisons using SQL, minimizing discrepancies from 90% to 5% across 15 dimensions and 30 metrics.

Business Analyst

Mar 2019-Aug 2020

enfoTech & Consulting Inc.

North Brunswick, NJ

Delivering revolutionary e-government and environmental solutions for global clients since 1994, with \$3M annual revenue.

- **Requirements Optimization:** Designed 13 standardized calculation templates that encompass 289 greenhouse gas emission methodologies and reduce frontend development complexity by 95%, resulting in a system that digitized compliance procedures with smart data pre-population, enabling streamlined reporting processes and future analytics.
- **Ticket Resolution:** Performed systematic ticket triage and end-to-end testing to investigate client-reported issues, maintaining 80% resolution rate through web request tracing and SQL execution verification to ensure data integrity.
- **Database Architecture:** Designed normalized database schema and implemented stored procedures to transform NoSQL records into structured tables, enabling data retrieval and analytics while ensuring data traceability.
- **Data Visualization:** Designed over 20 reports in SQL Server Reporting Services and Power BI, featuring user-specific data filtering and geographic drill-down analytics, streamlining regulatory compliance monitoring.
- **Technical Adaptability:** Rapidly developed proficiency in multi-module system with enterprise database infrastructure (150+ tables), advancing from maintenance to driving scalable architecture design within three months.

SKILLS

- Programming & Analytics: SQL (SQL Server, Oracle), Python, R; Data Modeling, A/B Testing, Statistical Modeling
- Cloud & Warehousing: Google Cloud (BigQuery, BQML), AWS (Redshift), Snowflake; Data Warehouse Architecture
- BI & Visualization: Tableau, Power BI, Looker Studio; KPI Dashboards, Ad Hoc Reporting, Data Insights
- Data Engineering: ETL Pipelines, Workflow Automation, NoSQL & Semi-Structured Data, Scalable Data Processing
- Certifications: AWS Certified Cloud Practitioner, Google Analytics Individual Qualification

EDUCATION

University of Washington, Michael G. Foster School of Business - Seattle, WA

Jun 2024-Present

M.S. in Information Systems

Expected June 2025

Rutgers University, Rutgers Business School - New Brunswick, NJ

Sep 2016-Jan 2019

B.S. in Business Analytics and Information Technology

GPA: 3.96/4.00

Summa Cum Laude; Major Honor: Highest Honor (Jan 2019); Honor Society: Beta Gamma Sigma.

South China University of Tech., School of Business Administration - Guangzhou, China

Sep 2014-Jun 2019

B.S. in Management (Global Study Program)

GPA: 3.90/4.00