Liankai (Harry) Ren

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EDUCATION

Northeastern University   Toronto, Canada
Master of Professional Studies Analytics-Statistical Modeling   Sept 2021-Apr 2023

McMaster University   ON, Canada
B.S. in Actuarial and Financial Mathematics, Minor in Economics   Sept 2015-Apr 2019

PROFESSIONAL EXPERIENCES

North American ESL Research Centre -- Data Analyst Assistant   ON, Canada | May 2023-May 2024
- Developed and optimized complex SQL queries, enabling efficient business reporting and deep data analysis, increasing processing speed by 20%. This improvement directly supported the ability to track transaction data, vital for customer profiling in KYC compliance.
- Led a comprehensive data cleaning project, leveraging the power of R language to automate the removal of redundant data and errors, achieving a 30% improvement in key data quality metrics, laying a solid foundation for accurate analysis.
- Collaborated with multiple departments to establish data standards and governance processes, ensuring consistency and transparency across the data lifecycle, which aligns with KYC requirements to ensure accurate customer profiles.
- Provided in-depth training on SQL best practices, data management techniques, and R language for data analysis and cleaning to team members, facilitating a 15% improvement in the team's data analysis capabilities.

VS Consulting Group -- Business Analyst Intern   ON, Canada | May 2022-Oct 2022
- Spearheaded the modernization of HSC EOA tool, doubled efficiency through Excel-powered and formula validations, ensuring accurate data processing, which is essential for maintaining accurate transaction records for compliance.
- Created a future-ready formula system that aligned with long-term client needs, ensuring the tool's accuracy in forecasting and financial projections, which directly supported transaction transparency and compliance with KYC and AML standards.
- Integrated Tableau & Excel for real-time dashboards and financial reporting, enhancing data-driven decisions. This technology upgrade facilitated better risk analysis, including transaction risk assessments required in Anti-Money Laundering protocols.

Empower International Education Inc -- Academic Director   ON, Canada | Sept 2016-Apr 2022
- Orchestrated monthly accounting closure, consolidating and preparing financial statements to ensure data accuracy.
- Utilized **Tableau** to develop sales dashboards, enhancing revenue forecasting and resource allocation, resulting in **20%** improved customer experience and **35%** increased customer retention.
- Analyzed student performance data, identifying trends and areas for improvement in academic programs using statistical tools, providing insights to senior management to facilitate strategic adjustments.

PROJECT EXPERIENCES

Third Party Fraud Strategy & Analytics – National Bank Project (SQL & SAS)
- Conducted univariate analysis using SQL and SAS to identify key variables relevant to fraud detection, supporting effective transaction monitoring in line with KYC and AML standards.
- Evaluated the efficacy of fraud detection rules using core metrics, ensuring the robustness of the system through cross-time testing, a critical component in identifying suspicious transactions tied to money laundering risks.
- Designed and implemented a fraud detection rule for ABM (Automated Banking Machine) transactions in Toronto, identifying and preventing card-switching frauds, which saved clients over USD 470,000. This initiative enhanced both transaction security and compliance with AML regulations by preventing illicit activity in financial transactions.

Visualization of Public University Purchase Data (Tableau & Python)
- Analyzed PDF & eSignature market trends based on 500 public university procurement data using Python and Tableau, forecasting price changes and purchase growth within a year to optimize sales strategies.
- Built a report in Tableau comparing Adobe & Foxit's market performance, leveraging 500+ customer data points to identify areas for improvement, aiming for over 10% annual user growth.
- Assessed the impact of COVID-19 on the PDF market, e.g. the surge in demand due to increased online education, predicted post-pandemic pricing, developed adaptive market strategies by identifying key factors via logistic regression models.

LICENSES & CERTIFICATIONS

- Tableau Desktop Specialist
- Google Business Intelligence Professional Certificate
- Google Data Analytics Specialization
- SAS Certified Based Programmer for SAS 9 (CBP)
- Certificate of Participation (Society of Actuaries)

ADDITIONAL INFORMATIONS

- **Professional skills**: Statistical Analytics and Data Interpretation, Communication and Collaboration, Data Retrieval and Organization, Data Modeling, Data Visualization, ETL and Data Modeling, Risk Management
- **IT skills**: SQL, R, Python, Tableau, Excel
- **Language skills**: English (fluent), Mandarin (native)