

# LIU, Jiani

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LinkedIn: [www.linkedin.com/in/jiani-liu-348585377](https://www.linkedin.com/in/jiani-liu-348585377) | Languages: English (Business), Chinese (Native), Cantonese (Basic)

Availability: Can start part-time immediately, switch to full-time from 23 Feb 2027 to 30 Jun 2027

## SUMMARY

- Leveraged SQL, Excel, and data visualization (Tableau, Streamlit) to build performance dashboards and automate reporting processes, enhancing data accessibility and driving operational decisions.
- Experienced in developing and implementing standardized procedures (SOPs) and quality control measures, demonstrating a strong focus on process optimization and compliance.
- Proven ability to manage projects from analysis to execution, working independently to deliver data-backed solutions in dynamic environments.

## SKILLS

- **Data Analysis and Programming Skills:** SQL (database querying and data manipulation), Python (statistical analysis and data wrangling), Excel (advanced functions, pivot tables), Tableau (interactive dashboards), Power BI (data visualization)
- **Process & Operations Skills:** process analysis and optimization, SOP development, clear and direct communicator, practical problem-solver with proven solution focus, familiar with Lean/Kaizen principles, fast learner with strong analytical mindset

## PROFESSIONAL EXPERIENCE

### POIZON Global (DEWU), Shanghai China

2025/03 – 2025/06

*International User Reach Product Operations Intern, Department of International Sellers Experience*

- Analysed and improved international merchant outreach channels by developing standardized operating procedures (SOPs) and optimising outreach picture design by Canva, which increased operational efficiency by 35% and established quality control benchmarks.
- Drove data-based decision-making by building performance metrics and conducting funnel analytics with SQL on 50k+ data rows, and created product optimisation guidelines as a toolkit which reduced operations workload by 30% and strengthened post-launch support.
- Executed and analysed A/B testing of an AI-generated multilingual products to optimise content accuracy and conciseness, and achieved a 3-month drop in negative feedback about message contents, that was adopted as an internal best practice.

### PwC, Wuhan China

2024/06 – 2024/08

*Audit Intern*

- Implemented a cross-functional audit for a pharmaceutical client, taking ownership of 65% of the working papers (23 accounts) by leveraging advanced Excel for data analysis and process validation, ensuring accurate and timely project delivery.
- Analysed and evaluated 15+ complex contracts against accounting standards, designing and applying control measures to guarantee compliance in a dynamic regulatory environment.

### Huachuang Securities Research Institute, Shanghai China

2024/02 – 2024/06

*Research Intern, Machinery Sector*

- Conducted deep-dive market and competitive analysis of the smart logistics sector to analyze market size and evaluate 10+ key players, delivering data-driven insights that supported strategic investment decisions.
- Built and maintained 12 standardised industry databases using Excel to monitor company and sector-level performance indicators, showcasing the ability to consolidate data sources and maintain consistent metric definitions.

## PROJECT EXPERIENCE

### Singapore Service Industry Investment Analysis Dashboard

2025/07 – 2025/10

*Group Member, Group Project for Class Programming Essentials*

- Developed an interactive and automated dashboard using Streamlit to visualize key investment metrics, enabling dynamic, user-driven exploration of return rates and capital input across service sectors.
- Conducted in-depth analysis of industry profitability and capital input, identifying patterns such as the post-2019 surge in Transportation & Storage returns and stable high performance in Wholesale & Retail Trade.
- Provided strategic insights for potential investors by linking investment-return data with employment and human resource distribution across sectors, offering differentiated recommendations for risk-averse and risk-seeking investors.

### E-commerce Customer Profiling and Purchase Behavior Analysis

2025/07 – 2025/10

*Group Member, Group Project for Class Analytics Strategy*

- Conducted ESG-related sentiment analysis on 10,000+ news articles using VADER to quantify sentiment scores, identify sentiment drivers, and visualize positive/negative keyword patterns through customized high-resolution word clouds.
- Performed clustering analysis (K-means) on key company indicators—industry, region, revenue, profit margin, market cap, growth rate, carbon emissions, water usage, and energy consumption—to segment firms into high/medium/low ESG groups.

### Simplifying ESG Evaluation Through Sentiment and Predictive Analytics

2025/07 – 2025/10

*Group Member, Group Project for Class Analytics & Machine Learning in Business*

- Conducted ESG-related sentiment analysis on 10,000+ news articles using VADER to quantify sentiment scores, identify sentiment drivers, and visualize positive/negative keyword patterns through customized high-resolution word clouds.
- Integrated sentiment findings with statistical and machine-learning insights to propose a refined ESG reporting framework that removes redundant indicators and highlights the variables with the strongest predictive power.

## EDUCATION

- **MSc in Business Analytics**, Nanyang Technological University, Singapore
- **Bachelor of Finance**, Wuhan University of Technology, China

2025/07 – 2027/01 (Expected)

2021/09 – 2025/06