

YU LIU

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Manchester, UK

EDUCATION

The University of Manchester

Sep 2026 - Sep 2027 (expected)

MSc Business Analysis and Strategic Management

The University of Sheffield

Sep 2023 - Jun 2026

BA (Hons) Business Management | First-Class Honours

EXPERIENCE

Extern

Jan 2023 - Mar 2023

Beats by Dre Remote Extern

- Conducted exploratory consumer research with 10 Gen Z survey respondents recruited through social media and campus networks, examining headphone usage and advertising perceptions.
- Used Excel for data cleaning and descriptive statistics and Tableau for comparative visualisations; identified peer reviews and celebrity endorsement as themes in respondents' preferences.
- Presented findings to the project manager, recommending campus product trials, student reviews and ambassador selection to strengthen relevance to Gen Z consumers.

SELECTED STRATEGIC ANALYSIS PROJECTS

University of Sheffield coursework

Manufacturing Capacity and Operations Analysis

Feb 2025 - May 2025

- Built Excel models of a six-stage manufacturing process and analysed 540 simulation runs per scenario, identifying casting as the primary bottleneck and painting as the subsequent constraint.
- Recommended a second casting machine and four additional hours of downstream operation; mean simulated output increased from 2,579 to 3,402 units per run under the combined scenario.
- Recommended flexible staffing and operating hours for seasonal demand increases to avoid unnecessary investment in equipment for temporary capacity needs.

Retail Campaign Performance Analysis

Feb 2025 - May 2025

- Analysed 12 paired observations of sales before and after a marketing campaign using SPSS, applying descriptive statistics, normality checks and paired comparisons.
- Found mean post-campaign sales were 3.6% higher (paired t-test, $p = .006$); a Wilcoxon signed-rank test corroborated the positive change in sales.

Beats Studio Pro Market Positioning

Oct 2024 - May 2025

- Assessed the US premium headphone market through industry research, competitor analysis and consumer behaviour theory to evaluate target segments and positioning options.
- Applied segmentation, targeting and positioning (STP) and the 4Ps to propose a position centred on lifestyle appeal and premium audio performance for Gen Z and young professionals.

SKILLS

Tools: Excel (modelling and analysis), SPSS, SQL, Tableau, PowerPoint, Google Forms

Languages: Mandarin (native); English (working proficiency)