

Bingling Wang

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EDUCATION

Master of Behavioral and Decision Sciences, University of Pennsylvania | GPA 4.0 Expected Graduation: Dec. 2021

- Relevant coursework: Behavioral Science - Theory and Application of Experimental Methods, Norms and Nudges, Behavioral Public Policy, Data Science and Quantitative Modeling, Data & Analysis for Marketing Decisions

Bachelor of Arts, William & Mary | GPA 3.68

Graduated May 2020

Double Major in Psychological Science & Economics | Dean's List: 2018 - 2020

- Relevant coursework: Social Psychology, Judgement and Decision Making, Cognitive Psychology, Cross-Cultural Psychology, Cross-Section Econometrics, Computational Problem Solving

RELEVANT EXPERIENCE

Behavioral Sciences Intern | HCD Research

Sep. 2021 - Present

- Developed a pilot study using the novel Augmented Reality survey tool to investigate if different shopping environments affect consumers' in-the-moment perceptions of the products and the stores
- Designed and pretested a screener and a survey that enhanced the participants' survey experience on smartphones
- Used R to clean collected data, ran t-tests and linear regression models, and customized visualizations of the output
- Weekly reported the progress to the supervisor and cross-functional team members

Class Project, Data & Analysis for Marketing Decisions | University of Pennsylvania

Sep. 2021 - Present

- Used Excel to run multiple regression to identify variables predictive of how much customers would recommend Hertz
- Conducted factor analysis and cluster analysis on R to segment customers based on their psychographic measures
- Used SQL to organize and filter datasets of hospital appointments
- Analyzed data of Airbnb listings and presented actionable suggestions on how Airbnb can improve its brand quality by helping the hosts to maintain high rating scores of their listings

Class Project, Data Science and Quantitative Modeling | University of Pennsylvania

Feb. - May 2021

- Collaborated with 4 colleagues to study the contributors of the different COVID cases-to-death ratios among countries
- Gathered data from online open sources and ran multiple regressions to identify significant variables using SPSS
- Visualized results on R into pivot tables, line graphs, and maps and reported the results in a 10-minute presentation

Design Challenge | Ipsos

Feb. - Apr. 2021

- Derived market insights on the trends of the e-commerce industry by reviewing 19 papers and 11 business reports
- Drafted interview questions and facilitated 5 phone interviews to study consumers' online shopping habits
- Synthesized the information into 5 strategic takeaways to overcome the behavioral barriers that target consumers had
- Developed visual report on Powerpoint and reported the findings to senior-level executives in a 15-minute presentation

Class Project, Behavioral Science: Experimental Methods | University of Pennsylvania

Oct. - Dec. 2020

- Worked in a team of 5 to design an experiment to study the effect of greed and social status on unethical behavior
- Created a 3-month research calendar, set project milestones, and kept track of the team's progress
- Edited survey questions based on feedback from 2 pretests and improved response rate by 40%

Research Assistant | World Resources Institute

Dec. 2018 - Sep. 2019

- Supported senior researchers to draft a report on reaching carbon neutrality in the road transport sector in China
- Systematized and updated data on the use of gas-powered and electric vehicles in 31 provinces in China into a data library
- Set up weekly check-ins and dashboard on Excel to enhance communication between the team and supervisors

SKILLS & INTERESTS

Research | Secondary Research, Survey Design, Experimental Design, Project Management, Data Analysis

Behavioral Science | Behavior Mapping, Choice Architecture, Norm Identification

Data Analysis | Excel, Python, Qualtrics, R, SPSS, SQL, Stata

Language | English, Mandarin

Interests | Karate, Photography, Singing, Puzzler and RPG Games