

# Qianxue Li

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## EDUCATION

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### The Pennsylvania State University

Sep 2019 - May 2023

statistics Bachelor

Pennsylvania

Major: Statistics (Applied Statistics) Minor: Economics

GPA: 3.74/4.0

Honor:

- Dean's List Honors for 5 terms out of 7 terms in total

Master

### Columbia University

Sep 2023

Quantitative Method in Social Science Master

## INTERSHIP EXPERIENCE

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### Yichang Municipal Bureau of Statistics

Jun 2021

Intern at Department of R&D

Yichang

Project: Industrial Internet Application Investigation

- Participated in the questionnaire design to corporates;
- Used SPSS functions to analyze the Internet application usage in different industries;

Drafted the research report.

## RESEARCH EXPERIENCE

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### Entertainment, Media and Technology Business Online Research Seminar

Mar 2022 - Jun 2022

Leader of 3-person team

- Gained insights of the entertainment and media industry by exploring its key sectors and sweeping trends such as digitization, globalization etc.;
- Conducted independent research focusing on Netflix's consumer behavior and business model, analyzed it's business strategy and model with 4Ps method based on our analysis over the user behavior on Netflix, and gave optimization suggestions;
- Prepared and revised the paper "Analysis of User Behaviour and Business Strategy Optimization of Netflix Video Platform in the Post-Covid-19 Era", which has been accepted by 2022 3rd International Conference on World Economy and Project Management (WEPM 2022).

### Investigation over the Infant Mortality in New York City

Apr 2022 - May 2023

Team Member

- Collected raw data of the infant death and birth from the annual census conducted at New York City from 2007 to 2019;
- Used ANOVA F with a block model to explore whether the race factor affects the infant mortality rate in New York City with the year as a block;
- Conducted Post Hoc analysis using Tukey's HSD;
- Took charge of the Post Hoc analysis and Contrasts part of the report.

### Pick-up Distribution Pattern Analysis of Ube

Oct 2021 - Dec 2021

Participant of 2-person team

- Collected passenger data from Uber cars in New York City during the first six months of 2015;
- Conducted univariate analysis, linear regression and demand forecasting to explore and visualize what impacts on Uber's demand in New York City with R;

Completed the project report.

## SKILLS LIST

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Programming R, SPSS, MiniTab and C++

Math Linear Algebra, Calculus, Probability, Statistics, Real Analysis, Stochastic Process

## PUBLICATION

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- Qianxue Li, Zili Yi. Aalysis of User Behaviour and Business Strategy Optimization of Netflix Video Platform in the Post-Covid-19 Era, Lecture Notes in Economics, Management and Social Sciences (ISSN: 2617-1031)