

LEI WANG

PH.D. APPLICANT IN MARKETING

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EDUCATION **Shanghai Jiao Tong University** Shanghai, China
B.Sc. in Industrial Engineering *Sep. 2021 - present*
• GPA: 4.0/4.3, Ranking: 1/55
• Minor: Finance
• Core Courses: Stochastic Models, Machine Learning, Operations Research, Engineering Statistics.

INTERESTS Quantitative Marketing, Large Language Models.

RESEARCH **Michael G. Foster School of Business, University of Washington** **Seattle, Washington**
EXPERIENCES *Research Assistant, Advisors: Prof. Zikun Ye and Prof. Natalie Mizik* *May 2024 - Present*

• **Topic 1:** The Efficient Data Valuation for Large Language Models
• With the growing emphasis on training data for large language models (LLMs), we aim to develop an algorithm that efficiently assigns the importance of each data point. By doing so, we seek to improve the evaluation of data's value in the training process.

• **Topic 2:** Research on Equitable Hydrogen Technology Community Engagement
• To support a fair transition from traditional to hydrogen energy technologies, we apply advanced NLP techniques and large language models (LLMs) to analyze Twitter data. This allows us to extract critical insights into public perceptions and awareness of hydrogen technologies, identifying key factors that influence opinion and barriers to adoption in the shift towards cleaner energy solutions.

ACADEMIC **Antai College of Economics & Management, Shanghai Jiao Tong University** **China**
PROJECTS *Project Leader, Advisor: Prof. Chengzhang Li* *Apr. 2024 - Jun. 2024*

• **Topic:** Sentiment Explorational Analysis Based on DOUBAN Movie Reviews
• We analyze Chinese movie reviews using machine learning techniques, including LLM-based sentiment classification. Additionally, we explore potential score manipulation through t-tests and K-means clustering. To enhance user interaction, we develop a movie search engine that enables users to perform open-ended searches for nuanced insights.

INTERNSHIPS **Ernst & Young (EY) Advisory Limited** | Shanghai, China *Aug. 2023 - Sep. 2023*
 Sealand Securities Co., Ltd. | Shanghai, China *Jun. 2023 - Dec. 2023*
 A+ Club of Shanghai Jiao Tong University | Shanghai, China *Jun. 2023 - Present*

AWARDS • National Scholarship of China (Top 0.2% nationwide) 2022-2023
AND • Finalist Award, COMAP's Mathematical Contest in Modeling (Top 1% worldwide) 2023
HONORS • Merit Student of Shanghai Jiao Tong University 2021-2022

SKILLS **Programming:** Python, L^AT_EX, Stata, Minitab.
 Languages: Fluent in English (CET4: 623, CET6: 615) and Mandarin (Native).