

Jeffrey Kang

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Data Scientist

SUMMARY

I am a Quantitative Behavioral Researcher with 6 years of experience leveraging data to analyze human behavior and solve real-world problems. During my PhD, I specialized in data-driven decision-making, experimental research, predictive modeling, and translating behavioral patterns into actionable insights through advanced statistical analysis and machine learning techniques.

EXPERIENCE

Cornell University | Quantitative Behavioral Researcher 2018 – 2024

- Utilized behavioral science principles to enhance online user interfaces and brand image strategies, revealing distinctive consumer insights.
- Analyzed user transaction data to identify purchasing behaviors and payment patterns, providing insights to support customer engagement and business strategies.
- Conducted quantitative analyses techniques, including linear and logistic regression, principal component analysis, factor analysis, and statistical modeling
- Presented research findings to professional and academic audiences at multiple conferences.
- Designed laboratory experiments and analyzed data from over 100+ quantitative research studies with 20,000+ participants

Cornell University | Course Instructor 2020 – 2024

- Taught marketing principles and consumer behavior research to ~60 students per semester, delivering lectures, leading case discussions, and adapting instruction for both in-person and Zoom formats (4.7/5 rating).
- Designed the course curriculum, including the syllabus, instructional materials, and assessments to support student learning and engagement.

EDUCATION

Cornell University | Doctor of Philosophy (PhD) in Management (Marketing) 2024

- Dissertation: *Essays on Consumer Activism and Attention* – Investigated how consumer values and beliefs shape responses to brand activism and examined the factors that influence consumer attention allocation. These projects offer insights for managers and marketers aiming to strengthen consumer-brand relationships and understand attentional processes.

New York University | Bachelor of Arts in Economics and Psychology 2018

- Cum laude
- Minor in French

SKILLS

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| • R | • Excel |
| • Python | • Chinese (professional) |
| • MATLAB | • French (conversational) |
| • SQL | |