Kevin (Shitong) Cui

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EDUCATION

McGill University | Montreal, QC   Jan. 2022 - Present
- **Bachelor of Arts, Joint Honours in Economics and Finance, Major Concentration in Computer Science**

Cumulative GPA: 3.54/4.00

Core Courses Taken:
> Algorithms and Data Structures; Discrete Structures; Software Systems; Calculus; Linear Algebra; Macroeconomics; Microeconomics; Accounting; Econometrics; Linear Regression, Corporate Finance; Portfolio Management

ACADEMIC HONOURS

Dean's Honour List | McGill University   July. 2024
- ◊ Awarded to the top 10% of continuing students in each faculty.

Robert Bruce Scholarship | McGill University   Sept. 2024
- ◊ Awarded for high academic standing in Economics over the course of the 2023-2024 academic year.

RESEARCH PROJECT

Luxury Watch Retail Pricing: Insights from Determinants to Predictions   Nov. 2024
- Led the research design, data cleaning, and analysis using the `glmnet`, `hdm`, `dplyr` packages in R. Investigates the determinants of luxury watch retail pricing using advanced econometric methods.
- Utilized the Classical Linear Model to explain 86% of retail price variation of luxury watches.
- Addressed multicollinearity and overfitting using double LASSO regression using the `glmnet` package in R. Cross validation significantly reduced the number of predictors from 69 to 30 while maintaining a strong R^2 (0.7735).
- Identified key pricing drivers, such as brand reputation (e.g., +92% for Patek Philippe), material choices (e.g., +50% for sapphire), and movement type.
- Built a predictive pricing model in R. The model can be used by manufacturers and retailers to guide pricing strategies.

Google Drive Link: https://drive.google.com/file/d/1RvRZL19xlvMls7YXj0VumD_1a6n15ZUB/view?usp=drive_link

EXPERIENCE

Integrated Management Student Fellow | Marcel Desautels Institute for Integrated Management (MDIIM) at McGill University | Montreal, QC   Sept. 2024 – Apr. 2025
- Accepted as a Fellow for the Fall 2024 – Winter 2025 cohort a part of the IMSF program.
- Supervised by Professor Juan Camilo Serpa on the entrepreneurial research project "The Data Mangrove". Coordinated data collection and outreach, contributing to enhanced data accessibility through susanhub.com.

Software/Hardware Intern | McGill University – Prometheus Lab | Montreal, QC   Sept. 2023 – Dec. 2023
- Contributed to the Boe Bot Team at The Prometheus Lab, McGill University, designing robots with Arduino boards and peripherals including cameras and ultrasonic sensors.
- Implemented reverse and collision prevention functionality by integrating whisker sensors to the robot build.
- Integrated XBee sensors for wireless communication, enabling real-time data exchange between robots and the server.

Accounting intern | COFCO Malt | Dalian, China   July. 2023 – Sept. 2023
- Contributed to tax team that was responsible for import-export tax preparation for July and August.
- Responsible for reviewing factory civil engineering project quotations for two 30,000-ton capacity silo.

SKILLS & OTHERS

Coding Languages: Python| Java | C | APIs | Bash | HTML | CSS | Java Script | SQL |R
Interest: Basketball, Fitness, Running, Arts