

Xinqian Dai

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EDUCATION

University of Michigan - Stephen M. Ross School of Business

Master of Business Analytics

University of Massachusetts Amherst

Primary Major in Marketing (BBA) & Secondary Major in Mathematics (BS)

- Overall GPA: 3.968/4.0; Major GPA: 4.0/4.0
- Joan and Edgar Barksdale Research Award in Mathematics
- Member of The Honor Society of Phi Kappa Phi
- Inclusive Leadership Virtual Series RSM Scholarship, Chancellor's Award

Ann Arbor, MI

April 2024

Amherst, MA

May 2023

SKILLS

- *Programming Languages:* Python, R, Java; Microsoft Office, Salesforce, Qualtrics, Canva

PROFESSIONAL EXPERIENCE

UMass Ombuds Office

Amherst, MA

Marketing Research Assistant

Oct. 2022 – Dec. 2022

- Analyzed and reviewed data from a sample of 300+ UMass undergraduate student visitors, focusing on variables including gender, major, and other factors relating to successful conflict resolution strategies
- Utilized *R* and *Python* to apply regression models in estimating meetings times of all visitors, identifying correlations between how visitor demographics impact durations of appointments

Research Experiences for Undergraduates (REU) Program at UMass

Amherst, MA

Student Researcher

Jun. 2022 - Aug. 2022

- Conducted full-time research with faculty mentors on Bayesian parameter estimations, utilizing *R* and *Python* to demonstrate the effectiveness and superiority of Bayesian models over traditional linear regression models
- Composed a 13-page research report on Bayesian Parameter Effectiveness and presented research findings to faculty, staff, and students of the UMass Mathematics Department, successfully earning the 2022-2023 Mathematics Student Honor Award

UMass Marketing Department

Amherst, MA

Research Assistant

Jan. 2022 - Jul. 2022

- Created pairs of visual advertisements through *Canva* for 10 categories of products including home goods and apparel, analyzing customer reactions to keywords on advertisements such as "purchase" and "invest"
- Tested and evaluated the effect of normal and frozen headbands on students, gathering and measuring participants' responsiveness with one-variable experiments

UMass AdLab

Amherst, MA

Strategist, Research Project for Quivr

Jan. 2022 - May. 2022

- Designed customized questionnaires to gather demographic information and coffee preferences from UMass students, developing targeted online and offline advertising strategies for local companies according to the collected data
- Organized and executed a successful Coffee Care Package Giveaway event, resulting in a remarkable 25% increase in orders for all participating companies throughout Winter and Spring 2022

RELATED ACADEMIC EXPERIENCE

Analysis of Disney Movies' Total Gross

Amherst, MA

Leader, Group Project

Feb. 2022 - May 2022

- Applied regression models through *R* to analyze the main factors that affect the total gross of 180 *Disney* movies, demonstrating that rating and genre contained the strongest relationship impacting the total gross of each movie
- Analyzed and Compared performance between the additive model and interactive model by conducting an ANOVA test, concluding that the additive model worked more practically with a large p-value

Household Cleaning and Its Injection of Fun

Amherst, MA

Member, Group Project

Feb. 2022 - May 2022

- Administered electronic surveys and conducted in-person interviews to collect valuable insights from UMass students including attitude toward housework cleaning processes, collecting data points from 50+ students
- Integrating data collected through quantitative and qualitative research methods, concluding that participation in TikTok challenges led to increased motivation among college students to engage in housework

PUBLICATION

- "Customer Lifetime Value Analysis Based on Machine Learning," ICISDM 2022, Silicon Valley, CA.
DOI: 10.1145/3546157.3546160, The ACM Publishing System (TAPS).