We use online survey to ask participants of action sports questions regarding music, shopping habits, spending habits, online activity, social media usage, game ownership and the types of video games they like to play, magazine they read and so on. Then we provide information draw from those data to skateboard companies to help them optimizing product design or predicting the sales. Some of our analysis on effective ways of reaching participant were used by brands when building their marketing plan. Beside participant, we also analyze customers of skate company, retailers. What impact retailers’ business and how do they evaluate new brands.

My name is Dong Nie. I just get master degree of statistics one week ago from math department of ucsd. Now I am a intern statistician at Clinical and Translational Research Institute of UCSD, my job is to assist institute and school of medicine investigators with bio-statistical design, data analysis and presentation of findings.

Work hard.

Solid theoretical background.

Strong real data analyzing ability.

Eager to learn

learn fast

Accurate, insightful, creative, concise.