**Projects**

**The effects of online visual merchandising cues on consumers’ flow experience within the context of online shopping** [**Visual Merchandising Cues**](https://github.com/sinax006/sinax006/blob/Structured-Foundations/Research%20Portfolio/Visual%20Merchandising%20Cues.pdf)

* Investigated the impacts of online visual merchandising cues on consumers’ overall flow experiences across three online shopping platforms: H&M, GAP, and Forever 21.
* Conducted a multiple regression analysis and found that interactivity of product presentation, image quality, and website advertisement are positively associated with consumers’ flow experiences. However, craftsmanship has negative association with flow.

**What do consumers look for when they shop online through mobile platform?** [**Online Shopping**](https://github.com/sinax006/sinax006/blob/Structured-Foundations/Research%20Portfolio/ONLINE%20SHOPPING%20PRESENTATION.pptx)

* Research Methodology: Interview, Research type: Qualitative
* Interviewed three participants to explore what consumers look for when they shop online through mobile platform.
* Used themes/repeated patterns to report five important findings such as convenience, video of a natural walking model, photographs with multiple angles of an apparel item and zooming, good return policy, fit and size of an apparel item.

**Personal Informatics App** [Informatics App](https://sinax006.wixsite.com/mysite-13/copy-of-stationery)

* Research Methodology: Interview, card sorting, cognitive walkthrough, heuristic evaluation, usability testing
* Designed a personal informatics app following end-to-end user research process starting from interview to usability testing.

**The effects of environmental design elements in virtual fashion apparel stores.** [**Design Elements**](https://github.com/sinax006/sinax006/blob/Structured-Foundations/Research%20Portfolio/Retail%20Greenery.pdf)

* Used tools: R, SPSS, Qualtrics, Research Methodology: Experimental, Research type: Quantitative
* Created four virtual fashion apparel stores using two atmospheric elements: retail greenery (greenery vs non-greenery) and lighting temperature (cool vs warm)
* Developed a 2(greenery vs non-greenery) X 2(cool vs warm lighting) within-subjects experimental design to understand consumers’ perceptions and responses.
* Found consumers’ preferences for greenery over non-greenery and cool lighting over warm lighting.

**A comparison between lifestyle and product display methods** [**Lifestyle Display**](https://github.com/sinax006/sinax006/blob/Structured-Foundations/Research%20Portfolio/Lifestyel%20Display.pdf)

* Using adobe photoshop, created two store environments based on the concept of theme and product centric display methods.
* Identified consumers’ increased liking for lifestyle display methods over product display methods.

**Data Analytics Fellow | 12/2021 – 4/2022**

**Springboard | Remote**

* Analyzed hotel booking demand using Tableau and R and applied linear regression to determine key variables that lead to hotel booking cancellation: [Hotel Booking Demand](https://public.tableau.com/app/profile/ahmad.saquib/viz/Book9_16473613199030/Story1)
* Created customer churn prediction using Python and Tableau that analyzed a credit card customers dataset to identify key factors that cause attrition: [Banking - Credit Card Customer Churn Prediction](https://public.tableau.com/app/profile/ahmad.saquib/viz/Book10_16474954411020/Story1)
* Crafted a visual story in Tableau that highlights the findings retrieved from SQL queries to display relationships among energy stability, market outages, energy losses, and market reliability: [American Energy Market Regulatory](https://public.tableau.com/app/profile/ahmad.saquib/viz/Book2_16468121594210/Story1)

**Field Research Fellow | 12/2021 – 4/2022**

**Target**

**Interviewing real shoppers about Target physicality: A case study with Target** [**Target**](https://github.com/sinax006/sinax006/blob/Structured-Foundations/Research%20Portfolio/TARGET%20(1).pdf)

* Interviewed fifteen Target consumers at a local Minneapolis Target store to understand their shopping experiences in the store environment.
* Based on qualitative data analysis, uncovered themes related to technological features, product presentation, promotional features, checking out process, and quality of the brand.

**Graduate Research Assistant | 12/2021 – 4/2022**

**Target**

**Personalizing 3D fashion apparel stores: An action research approach to modularity development**

* Research Methodology: Interview, Research type: Qualitative
* Worked as a team member to create sixteen different types of personalized 3D virtual fashion apparel stores through five phases of diagnosis, action planning, action taking, evaluating, and specifying learning.
* Received graduate academic excellence award for team contributions [**Personalization**](https://github.com/sinax006/sinax006/blob/Structured-Foundations/Research%20Portfolio/Personalized%20Stores.pdf)

**Meta Analysis – Technological needs and solutions for consumers.**

* Assisted research team members in conducting a meta-analysis related to technological needs and solutions for seniors across different types of shopping platforms: social media, mobile shopping, and virtual reality.
* Summarized findings related to telepresence, cybersickness, moderating role of age. and Technology Acceptance Model (TAM) across different shopping platforms.