

# Xinqian Dai

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## EDUCATION BACKGROUND

### **University of Massachusetts Amherst (UMASS)**

*Primary Major in Marketing (BBA) & Secondary Major in Mathematics (BS) (GPA: 3.968/4.0)*

- Dean's List for All Semesters
- Joan and Edgar Barksdale Research Award in Mathematics--\$42,000
- The Honor Society of Phi Kappa Phi
- Inclusive Leadership Virtual Series RSM Scholarship -- \$1000
- Chancellor's Award --\$14,000/ year

Amherst, MA  
Sept. 2019 - May 2023  
2019-2022  
May, 2022  
Mar, 2022  
Nov, 2021  
Sept. 2019

## PUBLICATION

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

## PROFESSIONAL EXPERIENCE

### **Research Experiences for Undergraduates (REU) Program at UMass**

*Student Researcher*

- Work full-time with a faculty mentor individually on the topic of Bayesian parameter estimations
- Contrast the result for parameters estimation of Bayesian modelling and classic linear regression model using R code and Python
- Composed a 13-page research report and concluded that Bayesian model has a higher estimation accuracy since the 95% credible intervals of  $\beta$ s are much narrower than the 95% confidence intervals of classic linear regression.

Amherst, MA  
Jun. 2022 - Aug. 2022

### **UMass Marketing Department**

*Research Assistant*

- Create pairs of visual advertisements for ten products individually to analyze different behaviors and reactions of customers on seeing "purchase" and "invest" in social media advertisements
- Helped ran the lab for 3-4 hours per week
- Helped conducted one-variable experiment to test the effect of normal and frozen headbands on students' responsiveness

Amherst, MA  
Jan. 2022 - Jul. 2022

### **UMass AdLab**

*Strategist, Research Project for Quivr*

- Designed and distributed questionnaires to UMass students with five demographic questions regarding their school year, gender, etc. and 24 questions about their preferences on coffee and obtained 202 responses, with 179 effective ones
- Ran a Coffee Care Package Giveaway event to incentivize more students to participate in the survey
- Develop advertising strategies for QUIVR products and collaboration programs with creators from *Qualtrics*

Amherst, MA  
Jan. 2022 - May. 2022

### **General Association of Asia Pacific Sports Federations (GAAPSF)**

*Social Media Intern*

- Operated *WeChat* official account, monitored all social media platforms, and tripled account followers in two months
- Composed articles about Chinese sports development history, and the articles were reposted by authoritative medias like *China Institute of Sport Science*
- Collected historical reports, interviewed with sports experts, and designed promotional posters for several exhibitions in Beijing about the 2022 Winter Olympics, attracting over 1,500 visitors per day

Remote  
May 2021 - Aug. 2021

## RELATED ACADEMIC EXPERIENCE

### **Analysis of Disney Movies' Total Gross**

*Leader, Group Project*

- Analyzed main factors that affect the total gross of *Disney* movies during 1937 and 2000 with R language
- Applied regression models, such as linear regression, add-variable plot, etc. to demonstrate the total gross of 180 *Disney* movies that had the strongest relationship with rating and genre of movies
- Used ANOVA test to compare the performance of additive model and interactive model and concluded that an additive model was more practical with a large p-value

Amherst, MA  
Feb. 2022 - May 2022

### **Household Cleaning and Its Injection of Fun**

*Member, Group Project*

- Analyzed if a TikTok challenge could change college students' attitudes about housework cleaning with F-test and ANOVA
- Constructed status quo, redesigned surveys on *Qualtrics*, and distributed them to two groups of 30 college students
- Composed a 12-page research report and concluded that college students were more motivated to do housework by participating in a *TikTok* challenge

Amherst, MA  
Feb. 2022 - May 2022

## **EXTRACURRICULAR EXPERIENCE**

### **UMASS Chinese Culture Association (CCA)**

Amherst, MA  
Oct. 2019 - Present

#### *Team Leader*

- Led the performance team to actively participate in major school events like Asian Night and Chinese Cultural Festival
- Held exhibitions and lectures on campus to promote Chinese culture, the maximum visitor flow per day of the exhibition reached 700 people
- Created social accounts for CCA and doubled account followers on all platforms in half a year

### **Inclusive Leadership Summit Presented by EY**

Amherst, MA  
Nov. 2021

#### *Team Leader*

- Competed in the case competition and led the team to the final
- Attended panels led by leading industry professionals
- Participated in company information sessions designed to improve inclusive leadership skills

## **PROFESSIONAL SKILL**

- Proficient in Microsoft Office Set (Excel, Word, PowerPoint), R Language, Salesforce, Qualtrics, Canva
- Basic skills of Python, Java