

# Xinqian Dai

+1 4133138915/ +86 18249662370

linkedin.com/in/xinqiandai2000 | daixinqian2000@outlook.com

## 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                                    | Amherst, MA           |
| • Joan and Edgar Barksdale Research Award in Mathematics--\$42,000 | Sept. 2019 - May 2023 |
| • The Honor Society of Phi Kappa Phi                               | 2019-2022             |
| • Inclusive Leadership Virtual Series RSM Scholarship -- \$1000    | May. 2022             |
| • Chancellor's Award --\$14,000/ year                              | 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

### **UMass Ombuds Office**

*Marketing Research Assistant*

Amherst, MA  
Oct. 2022 – Present

- Work 3-4 hours per week on analyzing visitors' data from fiscal year 2022 individually
- Focus on the data of undergraduate visitors in fiscal year 2022 and explore interactive relationship between variables
- Apply regression models with R to estimate a visitor's visit times using their demographic information

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

*Student Researcher*

Amherst, MA  
Jun. 2022 - Aug. 2022

- Worked full-time with a faculty mentor individually on the topic of Bayesian parameter estimations
- Contrasted the result for parameters estimation of Bayesian modeling and classic linear regression model using R and Python
- Composed a 13-page research report and concluded that Bayesian model has a higher estimation accuracy with a narrower credible interval of  $\beta$ s

### **UMass Marketing Department**

*Research Assistant*

Amherst, MA  
Jan. 2022 - Jul. 2022

- Created pairs of visual advertisements for 10 products individually to analyze different behaviors and reactions of customers on seeing "purchase" and "invest" in social media advertisements
- Helped run the lab for 3-4 hours per week
- Tested the effect of normal and frozen headbands on students' responsiveness with one-variable experiment

### **UMass AdLab**

*Strategist, Research Project for Quivr*

Amherst, MA  
Jan. 2022 - May. 2022

- 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
- Developed online and offline advertising strategies for QUIVR products

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

*Social Media Intern*

Remote  
May 2021 - Aug. 2021

- 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

## RELATED ACADEMIC EXPERIENCE

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

*Leader, Group Project*

Amherst, MA  
Feb. 2022 - May 2022

- 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

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

Amherst, MA

*Member, Group Project*

Feb. 2022 - May 2022

- 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

## **EXTRACURRICULAR EXPERIENCE**

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

Amherst, MA

*Team Leader*

Oct. 2019 - Present

- 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

*Team Leader*

Nov. 2021

- 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