

Xiaoran(Sharon) Wang

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EDUCATION

M.S. in Statistics

Tempe, AZ

Arizona State University

Aug. 2024 - Dec. 2025 (expected)

- Coursework: Distribution Theory, Inference, Applied Regression Analysis, Computational Statistics, Nonparametric Bayesian Methods and Computation, Causal Inference

Ph.D. in Marketing

Beijing, China

Renmin University of China

Sep. 2019 - Jun. 2024

Exchange Student at Virginia Tech

Sep. 2022 - Sep. 2023

B.S. in Business Administration

Wuhan, China

Central China Normal University

Sep. 2015 - Jun. 2019

WORKING EXPERIENCE

Research Assistant

Beijing, China

Supervised by Dr. Jing Jiang

Sep. 2022 - Jun. 2024

- Developed a regression model to analyze the impact of busyness on consumers' preferences for self-improvement products, using data from the *Chinese General Social Survey* with over 10,000 respondents.
- Designed and executed 10 experiments, performing statistical analysis (ANOVA, Bootstrapping) in R and SPSS to establish causal relationships and identify underlying mechanisms.
- Applied qualitative research methods, including interviews and frequency analysis of open-ended survey responses, to identify key patterns and strengthen research validity.

User Research Intern

Beijing, China

Bianlifeng

Jun. 2021 - Sep. 2021

- Analyzed brand health tracking (BHT) data for Q2 2021 using SPSS, crafted 4 comprehensive reports with visualizations, and identified actionable insights to drive data-driven business strategies.
- Executed over 60 product surveys, actively participating in survey design, administration, data analysis, and presented findings along with practical suggestions to the R&D Department.
- Organized 5 focus groups and 8 taste-testing sessions to evaluate consumer preferences.

Marketing Intern

Wuhan, China

Siemens

Oct. 2018 - Jan. 2019

- Collected and analyzed industry data daily, extracting insights into market trends and dynamics.
- Carried out weekly quality inspections of the CRM system, generating insightful reports on key findings, improvements, and recommendations for the business department.

RELEVANT PROJECT

Project Lead

Tempe, AZ

Factors Affecting Salaries of Non-Native Tech Professionals in Silicon Valley

Oct. 2024 - Dec. 2024

- Led a team in performing regression analysis using R on over 7,000 observations from the 2000 Census, examining key factors influencing tech professionals' salaries.
- Performed data cleaning, transformation, and diagnostics to address multicollinearity, heteroskedasticity, and normality issues, improving model accuracy and interpretability.
- Facilitated collaboration among team members to investigate gender-based salary biases, incorporate interaction terms and use AIC/BIC to select the most appropriate model.

PUBLICATION

Wang, Xiaoran, Jing Jiang, and Xiadan Zhang, "So Cute, I Could Wait: The Effect of Cuteness on Consumer Patience," *Frontiers in Psychology*, 15:1380505. (Presented at *Association for Consumer Research Conference*, 2023)

TEACHING EXPERIENCE

Grader

Tempe, AZ

WPC Department of Supply Chain Management, ASU

Sep. 2024 - Present

- Collaborated with Dr. Reynold Byers to develop problem sets, grade assignments, and evaluate exams for courses such as *Decision Models for Supply Chain Management* and *Statistics in Business*.

SKILLS & TOOLS

Language: English, Mandarin

Statistical Software: Python, R, SPSS

Tool: Qualtrics, Latex, SQL, Access, Canva, Excel, Outlook, PPT