

Jeffrey Kang

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SUMMARY

Experienced Data Scientist with 6 years of experience leveraging large-scale datasets to analyze human behavior and build statistical models that inform decision-making. Expertise in predictive modeling, machine learning, time series analysis, and experimental design with a track record of optimizing business outcomes through data-driven solutions.

SKILLS

- **Programming Languages:** R, Python, SQL, MATLAB
- **Statistical Analysis:** Statistical & Predictive Modeling, Data Visualization, Data Analysis
- **Machine Learning:** Regression, Decision Trees, Neural Networks, Model Evaluation
- **Research Methodology:** A/B Testing, Experimental Design

EXPERIENCE

Cornell University | Quantitative Behavioral Scientist 2018 – 2024

- Analyzed large-scale datasets (100,000+) for a grocery start-up, identifying a 15% difference in average spending among various payment methods, which was used to update business strategy.
- Built statistical models and developed predictive analyses in R and Python, leveraging techniques like neural networks, logistic regression (GLM), decision trees, and time series regression to uncover key behavioral drivers.
- Developed and deployed consumer surveys to optimize online product displays, resulting in a 20% increase in accessory purchases (e.g. insurance) when partitioning product webpages.
- Designed and executed 1000+ A/B tests and experiments with over 20,000+ participants to evaluate marketing strategies and enhance consumer engagement.

Cornell University | Course Instructor 2020 – 2024

- Taught marketing principles and consumer behavior to ~60 students per semester, delivering lectures and leading case discussions for both in-person and Zoom formats (4.7/5 rating).
- Mentored students one-on-one for their capstone projects outside of the course, enhancing their project quality and understanding of course material.
- Designed the course curriculum, syllabus, instructional materials, and exams to promote collaborative learning and engagement.

EDUCATION

Cornell University | Doctor of Philosophy (PhD) in Management (Marketing)

- Dissertation: *Essays on Consumer Activism and Attention* – Investigated how consumer values and beliefs shape responses to brand activism and examined factors that influence consumer attention allocation. These projects offer insights for managers and marketers aiming to strengthen consumer-brand relationships and understand attentional processes.

New York University | Bachelor of Arts in Economics and Psychology

- Cum laude
- Minor in French