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I am currently a third year PhD student in Marketing (quant stream) at Rotman School of Management, University of Toronto. During graduate school I have taken various courses including microeconomics, econometrics, marketing theory, industrial organization, economics of technology and innovation, machine learning, experimental economics etc.

My research interests include empirical industrial organization and applied microeconomics. My recent research has been on the consumer packaged. My current projects include using scanner data to study consumers' reaction to package size decrease in canned tuna, consumers' exploration and exploitation behavior on new products, and consumers' learning behavior when product quality change.

My committee members are Andrew Ching, Matthew Osborne and Nitin Mehta.