Contact Information

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Graduate Study Overview

I am currently a third-year PhD student in the Economics Department at UC Berkeley. During my second year, I completed the core sequences in Econometrics and Industrial Organization, which have provided a strong foundation for my research interests and ongoing projects.

Research Interests and Current Projects

My primary research interests lie in Econometrics and Digital Economics, where I focus on applying advanced statistical frameworks to understand user behavior and outcomes in digital environments. I am currently working on two projects:

- **Econometric Framework for Conversion Attribution:** In digital advertising, understanding how user interactions with online ads contribute to conversions is essential. This project aims to establish a rigorous statistical framework for conversion attribution—allocating credit to each activity in a consumer's journey leading up to a conversion. For example, if a user views two ads before making a purchase, our framework quantifies the credit each impression deserves.

  Our approach utilizes an A/B testing setup where impressions are randomly assigned upon each visit to the ad space. Leveraging the Rubin causal model and survival analysis, we developed a novel causal model and defined a causal estimand for the marginal contribution of each activity, grounded in cooperative game theory.

- **User-Generated Content (UGC) and Consumer Learning on Sales:** This project explores how user-generated content (UGC) can facilitate consumer learning and promote sales, using data from the Steam gaming platform.

Additionally, I am excited to explore other areas of Digital Economics, particularly those involving consumer behavior and engagement in online environments. Thank you for considering my application.