

RISHITA MANTRI

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EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business

Durham, NC

Master of Science in Quantitative Management: Business Analytics, Marketing

May 2026

Merit Scholarship

Data Science Coursework: Data Science for Business, Decision Analytics & Modeling, Data Visualization

Domain Coursework: Customer Relationship Management, Marketing Intelligence, Digital Marketing, Pricing

NMIMS DEEMED-TO-BE-UNIVERSITY, MPSTME

Mumbai, India

Bachelor of Technology, Computer Engineering

May 2025

GPA 3.57, Selected Joint Secretary of Student Council

Relevant Coursework: Artificial Intelligence, Big Data Analytics, Natural Language Processing, Cloud Computing

EXPERIENCE

Cidrus Technologies LLP, IT & services

India

Project Management Intern

Nov 2024 – May 2025

- Supervised 5+ enterprise client projects, ensuring timely delivery and alignment with stakeholder requirements
- Led development of an AI-powered stylist recommendation engine, increasing personalization accuracy and backend efficiency
- Directed strategy for a client's Society Management Platform, improving service resolution speed by 35% and enhancing the user interface

NMIMS DEEMED-TO-BE-UNIVERSITY, Department of Computer Engineering

India

Research assistant

Aug 2024 – Oct 2024

- Co-authored and presented "Bridging Art & Fashion: AI-Driven Techniques for Seamless Design Integration" at the International Conference on Applications of AI and ML (ICAML), under the guidance of Prof. Sofia Francis
- Achieved 15% faster design creation by developing AI techniques (GAN and CNN) that connected art and fashion workflows
- Delivered real-time artwork transfer onto fabric with high visual quality and processing times under 1 second per image set

SELECTED PROJECTS

[Analyzing Footwear Pricing Trends \(Tableau\)](#)

Developed a Tableau dashboard analyzing 1,000+ shoe models to identify pricing trends across brands, materials, gender, and size using interactive filters, KPI cards, and advanced visualizations

[Performing Twitter Sentiment Analysis \(Python\)](#)

Analyzed 60,000+ tweets using NLP to classify sentiment with 85% accuracy; used NLTK and Scikit-learn for text processing and model training

TECHNICAL CAPABILITIES

Technical Skills: SQL, Tableau, R, Python, SAS, Advanced Excel (Vlookup, Pivot Table, VBA, Tree Plan)

Statistics and Modelling: Predictive Analysis, A/B Testing, Linear and Logistic Regression, Random Forest, L-1/L-2 Regularization, PCA, K-means, Hierarchical Clustering, Time-Series Analysis, Hypothesis Testing, Classification Trees

Certification: Data Analysis with R (Coursera)

ADDITIONAL INFORMATION

Languages: English (Fluent), Hindi (Native), Spanish (Basic).

Interests: Fashion tech, behavioral psychology, consumer-centric strategy

Being an avid reader, I am working on my first book.