

Rishita Mantri

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EDUCATION

Duke University | Master of Science in Quantitative Management: Business Analytics May 2026
Relevant Coursework: Data Science for Business, Decision Analytics & Modeling, Data Visualization, Customer Relationship Management
NMIMS University | Bachelor of Technology, Computer Engineering May 2025
Extracurriculars: Joint Secretary of Student Council; Teacher Volunteer (Community Service); Research Assistant

EXPERIENCE

Project Manager – Cidrus Technologies, Bangalore, India Nov 2024 – May 2025

- Led execution of **5+** projects by **coordinating** timelines, tasks, and communication across cross-functional teams and senior stakeholders, tracking progress against **defined goals, budgets**, and timelines to **identify risks** early and keep projects aligned with delivery plans
- Managed a client project for an **AI-powered stylist system**, working with design and engineering teams to improve the user interface, reducing issue **resolution time** by **35%**, and improving **personalization** and **customer engagement**
- Delivered a **website enhancement** project within a society management app to **streamline** request intake, reducing **manual handling** by administrators and increasing **app-based submissions** from **65% to 80%**

Business Analyst – Aniruddha Telemetry Systems, Mumbai, India May 2024 – Oct 2024

- Built and maintained **6+** real-time dashboards in **Tableau** and **Excel** to track fleet movement, fuel consumption, sensor-detected alerts, idle vs. active assets, and utilization KPIs, helping **optimize resource allocation**, **minimize costs**, and **improve overall fleet efficiency**
- Analyzed data from **300+** GPS- and IoT-enabled assets to **benchmark** fleet performance, route **efficiency**, and system **utilization** across clients, identifying operational gaps and optimization opportunities
- Reviewed **operational data** from **10k+** daily telemetry events to detect drop-offs, anomalies, and system errors, supporting root-cause analysis, **faster issue resolution**, and improved overall system **reliability** for **faster deployments**
- Conducted weekly **trend analyses** on fuel consumption, dispatch efficiency, and workforce performance to surface **operational insights** and support ongoing **optimization efforts**

Marketing Analyst – Neela Film Productions, Mumbai, India May 2023 – Oct 2024

- Used **Google Analytics** to analyze **20k+** monthly sessions, mapping **user journeys** and defining **10+** core **KPIs** to identify product and marketing opportunities across key digital touchpoints
- Synthesized insights from **500+** audience comments, reviews, and feedback entries to identify recurring themes around storylines and characters, supporting **content positioning** and **marketing strategy** discussions
- Tracked **micro-conversion** events across 15+ landing pages (scroll depth, CTA clicks, bounce rates) and partnered with **cross-functional teams** to recommend **A/B tests**, contributing to a **12%** increase in **landing-page conversion**

Strategic Associate – Kunj Bihari Textiles, India May 2022 – Sep 2022

- Analyzed and cleaned **12,000+** datapoints from inventory, sales, and shipping data to create **Tableau** and **Excel** dashboards, cutting **manual reporting time** by **40%** and making inventory and sales trends **easier to track**
- Managed **regular audits** of inventory, order fulfillment, and billing records to meet reporting requirements, and partnered with the finance team to **resolve discrepancies** across dispatch and invoicing, leading to **cost savings** and improved **rebate recovery**
- Executed weekly **replenishment analysis** and **inventory tracking**, contributing to a **10%** year-over-year improvement in in-stock performance, **exceeding** the company's target in-stock level of **93%**

PROJECTS

Predicting Buyer Churn to Drive Retention | A/B Testing | Customer Analytics | Python

- Analyzed **behavior data** from **77K+** buyers to build a **churn ranking model** (**AUC 0.639**) that identifies customers at risk of leaving
- Identified **97%** of high-risk buyers were unrecoverable, and used this insight to design a **3-tier retention strategy**, recommending a reallocation of **90%** of the **retention budget** toward early-stage engagement where **impact** is **higher**

Outfit Price Estimation | CNN | Pricing Analytics | Deep Learning

- Trained a **convolutional neural network** on **35M+** images to predict outfit price ranges, using visual features of clothing to support clearer **pricing decisions** and better **price transparency** in fashion retail
- Achieved **95%** classification **accuracy** and an **R² of 0.75**, revealing that visual cues alone tend to underprice premium garments, and highlighting the **importance** of incorporating brand, material, and craftsmanship signals into **pricing** and **merchandising strategies**

Luxury Brand Visibility & Share-of-Voice Analysis | Pivot Tables | Marketing Analytics | Excel

- Built a **custom dataset** of **150+** Grammy 2025 nominees using **Python** and **web scraping**, linking outfits to luxury brands and designers to analyze how red-carpet exposure drives **brand visibility** and **cultural relevance**
- Analyzed **red-carpet brand** presence using **Excel** and **pivot tables**, finding that the **top 9** luxury brands accounted for **~37%** of celebrity placements, highlighting strong concentration in **high-visibility** celebrity styling partnerships

TECHNICAL SKILLS

- Analytics & BI Tools:** SQL, Tableau, Power BI, Python, SAS, Excel (VLOOKUP, Pivot Table, Power Query), R, Google Analytics
- Databases:** Snowflake, AWS (S3), MongoDB
- Statistical Methods:** A/B Testing, Regression, Classification Trees, Random Forest, NLP, Regularization, Hierarchical Clustering, Hypothesis Testing, Classification Trees, SVM, Time-Series Analysis
- Project & Collaboration Tools:** Jira, Power Point, Notion