

# Rishita Mantri

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## EDUCATION

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

## EXPERIENCE

<b>Project Manager – Cidrus Technologies</b> , Bangalore, India	Nov 2024 – May 2025
• Led execution of 5+ projects by <b>coordinating</b> timelines, tasks, and communication across cross-functional teams and senior stakeholders, tracking progress against <b>defined goals, budgets</b> , and timelines to <b>identify risks</b> early and keep projects aligned with delivery plans	
• Managed a client project for an <b>AI-powered stylist system</b> , working with design and engineering teams to improve the user interface, reducing issue <b>resolution time</b> by <b>35%</b> , and improving <b>personalization and customer engagement</b>	
• Delivered a <b>website enhancement</b> project within a society management app to <b>streamline</b> request intake, reducing <b>manual handling</b> by administrators and increasing <b>app-based submissions</b> from <b>65% to 80%</b>	
<b>Business Analyst – Aniruddha Telemetry Systems</b> , Mumbai, India	May 2024 – Oct 2024
• Built and maintained 6+ real-time dashboards in <b>Tableau</b> and <b>Excel</b> to track fleet movement, fuel consumption, sensor-detected alerts, idle vs. active assets, and utilization KPIs, helping <b>optimize resource allocation, minimize costs</b> , and <b>improve overall fleet efficiency</b>	
• Analyzed data from 300+ GPS- and IoT-enabled assets to <b>benchmark</b> fleet performance, route <b>efficiency</b> , and system <b>utilization</b> across clients, identifying operational gaps and optimization opportunities	
• Reviewed <b>operational data</b> from 10k+ daily telemetry events to detect drop-offs, anomalies, and system errors, supporting root-cause analysis, <b>faster issue resolution</b> , and improved overall system <b>reliability for faster deployments</b>	
• Conducted weekly <b>trend analyses</b> on fuel consumption, dispatch efficiency, and workforce performance to surface <b>operational insights</b> and support ongoing <b>optimization efforts</b>	
<b>Marketing Analyst – Neela Film Productions</b> , Mumbai, India	May 2023 – Oct 2024
• Used <b>Google Analytics</b> to analyze 20k+ monthly sessions, mapping <b>user journeys</b> and defining 10+ core <b>KPIs</b> 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 <b>content positioning</b> and <b>marketing strategy</b> discussions	
• Tracked <b>micro-conversion</b> events across 15+ landing pages (scroll depth, CTA clicks, bounce rates) and partnered with <b>cross-functional teams</b> to recommend A/B tests, contributing to a <b>12%</b> increase in <b>landing-page conversion</b>	
<b>Strategic Associate – Kunj Bihari Textiles</b> , India	May 2022 – Sep 2022
• Analyzed and cleaned 12,000+ datapoints from inventory, sales, and shipping data to create <b>Tableau</b> and <b>Excel</b> dashboards, cutting <b>manual reporting time</b> by <b>40%</b> and making inventory and sales trends <b>easier to track</b>	
• Managed <b>regular audits</b> of inventory, order fulfillment, and billing records to meet reporting requirements, and partnered with the finance team to <b>resolve discrepancies</b> across dispatch and invoicing, leading to <b>cost savings</b> and improved <b>rebate recovery</b>	
• Executed weekly <b>replenishment analysis</b> and <b>inventory tracking</b> , contributing to a <b>10%</b> year-over-year improvement in in-stock performance, <b>exceeding</b> the company's target in-stock level of <b>93%</b>	

## PROJECTS

<b>Predicting Buyer Churn to Drive Retention</b>   A/B Testing   Customer Analytics   Python	
• Analyzed <b>behavior data</b> from 77K+ buyers to build a <b>churn ranking model (AUC 0.639)</b> that identifies customers at risk of leaving	
• Identified <b>97%</b> of high-risk buyers were unrecoverable, and used this insight to design a <b>3-tier retention strategy</b> , recommending a reallocation of <b>90%</b> of the <b>retention budget</b> toward early-stage engagement where <b>impact is higher</b>	
<b>Outfit Price Estimation</b>   CNN   Pricing Analytics   Deep Learning	
• Trained a <b>convolutional neural network</b> on 35M+ images to predict outfit price ranges, using visual features of clothing to support clearer <b>pricing decisions</b> and better <b>price transparency</b> in fashion retail	
• Achieved <b>95%</b> classification <b>accuracy</b> and an <b>R<sup>2</sup> of 0.75</b> , revealing that visual cues alone tend to underprice premium garments, and highlighting the <b>importance</b> of incorporating brand, material, and craftsmanship signals into <b>pricing</b> and <b>merchandising strategies</b>	
<b>Luxury Brand Visibility &amp; Share-of-Voice Analysis</b>   Pivot Tables   Marketing Analytics   Excel	
• Built a <b>custom dataset</b> of 150+ Grammy 2025 nominees using <b>Python</b> and <b>web scraping</b> , linking outfits to luxury brands and designers to analyze how red-carpet exposure drives <b>brand visibility</b> and <b>cultural relevance</b>	
• Analyzed <b>red-carpet brand</b> presence using <b>Excel</b> and <b>pivot tables</b> , finding that the <b>top 9</b> luxury brands accounted for <b>~37%</b> of celebrity placements, highlighting strong concentration in <b>high-visibility</b> celebrity styling partnerships	

## TECHNICAL SKILLS

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