RISHITA MANTRI

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Business Analytics graduate specializing in consumer insights, marketing intelligence, and pricing analytics

EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business   Durham, NC
Master of Science in Quantitative Management: Business Analytics, Marketing   *May 2026*
GPA 3.5; 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 Student Council Joint Secretary, IETE-Head of Public Relations, ISA-Operations Lead,
Social Conclave Head of Public Relations & Marketing

EXPERIENCE

CIDRUS TECHNOLOGIES LLP, IT & Services   Bengaluru, India
Project Management Intern   *Nov 2024 – May 2025*
- Led five+ enterprise client projects: managed communications between technical and non-technical departments, ensuring timely, accurate, and streamlined client communication
- Developed AI-powered stylist recommendation system, boosting personalization accuracy and customer engagement for retail clients
- Directed digital strategy for a Society Management Platform, reducing resolution times by 35% and improving user satisfaction through better UI

NMIMS DEEMED-TO-BE-UNIVERSITY, Department of Computer Engineering   Mumbai, India
Research Assistant   *Aug – Oct 2024*
- Authored "Bridging Art & Fashion: AI-Driven Techniques for Seamless Design Integration" presented at International Conference on Applications of AI and ML (ICAML)
- Deployed GAN/CNN models, accelerating design-to-market cycle by 15% and improving scalability for fashion retail
- Delivered real-time digital-to-fabric transfer (<1 second/image), cutting designer labor hours and enabling faster rollouts to increase fashion retail responsiveness

SELECTED PROJECTS

Outfit Price Estimation (Python)
Trained deep learning model on 35M+ fashion records to classify clothing (95% accuracy) and predict price ranges, analyzing price differences within similar products

Brand Analytics Using Grammy 2025 Fashion Data (Python, Excel)
Built dataset of 150+ Grammy 2025 celebrities to show how luxury brands use red-carpet moments to boost visibility, influence, and sales impact

Predicting Buyer Churn to Drive Retention (Python)
Developed ranking model (0.639 AUC) analyzing 77K+ users to identify churn patterns, revealing 97% of high-risk buyers were unrecoverable and proposing data-driven 3-tier strategy to reallocate 90% of retention budget toward early intervention

Visualizing Footwear Market Pricing Insights (Tableau)
Developed dashboard visualizing 1,000+ shoe models in Tableau, uncovering trends by brand, material, gender, and size to inform competitive positioning and value-based pricing strategies

TECHNICAL CAPABILITIES

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

Interested in consumer psychology and brand storytelling