RISHABH SONI

https://www.linkedin.com/in/rishabhsoni10/

San Diego, California   (925) 900-3092   rishabhsoni1060@gmail.com

EDUCATION

Master of Science in Business Analytics, Rady School of Management   12/2025
University of California, San Diego, CA
GPA: 3.73
Core Modules - Customer Analytics, Marketing Analytics, Business Analytics Consulting, Collecting and Analyzing Large Data, Fraud Analytics & Business Intelligence System.

Bachelor of Management Studies, Specialisation Marketing   06/2022
H.R. College of Commerce & Economics, Mumbai University, India

EXPERIENCE

Marketing Analyst, Ultratech, Indore, India   10/2022 - 07/2024
- Developed data-driven trade strategies using market trend analysis and predictive modeling, increasing sales by 15% in first quarter.
- Utilized sales forecasting models to set and optimize client targets, leading to a 20% improvement in sales performance.
- Expanded regional market reach by analyzing distribution data and onboarding 15+ new clients, leading a 25% increase in sale

Marketing Analyst, BlackCab, Mumbai, India   05/2022 - 10/2022
- Led an international social media campaign for Indri Single Malt, utilizing predictive modeling and sentiment analysis to drive 30% higher engagement and 55% follower growth.
- Applied machine learning to study customer behavior, improving ad targeting and promoting ROI by 20%.
- Optimized digital strategies with A/B testing and uplift modeling, increasing conversion rates by 18%.

Creative Strategist Intern, The Glitch, Mumbai, India   06/2021 - 08/2021
- **Nike:** Created a digital catalog for e-commerce platforms, boosting online sales by 30%.
- **Crocs:** Boosted engagement by 22% using data-driven marketing, enhancing brand perception by 10%**.**

PROJECTS

San Diego FC: Optimizing Transfer Pricing Strategies   12/2024
- Built 5 Tableau dashboards for player performance, market trends, and budget management.
- Improved recruitment efficiency by 30%, reviewing 500+ profiles, reducing scouting time by 20%.

Data Analytics Project: Yelp Fast-Food Chains Analysis   11/2024
- Utilized NLP on Yelp datasets from 11 cities to enhance customer satisfaction and boost efficiency by 25%.
- Conducted quadrant analysis to modify restaurant operations and drive 10+ strategic initiatives**.**

SPECIALIZED SKILLS

- **Languages/Coding:** Python, SQL, R, ETL, MATLAB, PostgreSQL.
- **Python Libraries:** Pandas, NumPy, Scikit-Learn, XGBoost, TensorFlow, Statsmodels, Matplotlib, Seaborn.
- **Data & Analytics Tools:** SQL, PostgreSQL, Tableau, Power BI, VS Code, Jupyter Notebook, Excel (Advanced).
- **Machine Learning & Analytics:** Predictive Modeling, A/B Testing, Uplift Modeling, Customer Segmentation, NLP & Sentiment Analysis, Time-Series Forecasting, Market Basket Analysis and Recommendation Systems.
- **Spoken Languages:** Hindi and English.

PROFESSIONAL AFFILIATIONS & LEADERSHIP

- Placement Cell, H.R. College | **Advisory Head.**   06/2021 - 06/2022
- Research Cell, H.R. College | **Vice President.**   06/2020 - 06/2021
- Placement Cell, H.R. College | **Research and Internal Affairs Head.**   06/2020 - 06/2021
- Real Estate/Law & Regulation, UCSD | **Teaching Assistant.**   09/2024 - 06/2025