

RASHI JHA

EDUCATION

University of Texas at Dallas – Richardson, TX

Bachelor of Science, Business Analytics and Artificial Intelligence

May 2028

- Awards: Academic Excellence Scholarship, Deans' List (Fall 2025)

GPA: **3.68**

EXPERIENCES

Wayfair, AI Agent Engineering for Business Intelligence Extern

June 2026 - Present

- Built 4 AI agents using n8n to automate competitive analysis across Wayfair, Walmart, and Amazon, tracking pricing trends and market positioning to support category strategy decisions
- Analyzed AI-generated insights to identify consumer preferences, pricing patterns, and competitor trends, developing recommendations to support assortment and business decisions

HorizonX, AI Sales and Automation Strategy Extern

December 2025 - January 2026

- Developed an evaluation framework to assess 5 AI sales platforms against business needs, establishing criteria to guide technology selection and improve sales process efficiency
- Conducted competitive analysis of AI automation platforms and recommended Seamless.AI, identifying opportunities to reduce manual research by 10% and improve sales team productivity
- Presented strategic recommendations to HorizonX leadership, translating technical solutions into actionable business improvements

Beats By Dre, Consumer Behavior and Market Analysis Extern

July 2025 - September 2025

- Evaluated AI survey automation capabilities to improve consumer research workflows, increasing response volume by 30% and enhancing customer insight generation
- Analyzed consumer survey data using Python and Excel to identify loyalty trends and channel preferences, informing product positioning and customer engagement strategies

PROJECTS

La Souq Digital Strategy Consulting Project

February 2026 - April 2026

- Conducted customer behavior and competitive analysis for a local coffee shop client, identifying menu, pricing, and loyalty opportunities that increased average order value by 10%
- Developed and presented a digital strategy roadmap recommending a unified app experience and personalized loyalty program to improve customer engagement and long-term retention

Eden Biotechnology Case Competition

October 2025 - November 2025

- Analyzed WHO health metrics and healthcare datasets to evaluate market opportunities and identify trends impacting biotechnology expansion
- Presented market entry recommendations by synthesizing healthcare research and industry analysis into a strategic deployment roadmap

LEADERSHIP & ORGANIZATIONS

Peer Advisor

August 2026 - Present

- Supported 200+ students by providing academic guidance, campus resources, and personalized support to create a positive onboarding experience
- Collaborated with faculty and staff to coordinate student programs, strengthening stakeholder communication and improving student engagements

Product at Dallas – Mentor

March 2026 - May 2026

- Delivered structured feedback on PRDs and prototypes to help mentees refine problem framing and success metrics, helping members produce presentation-ready prototypes and research aligned with the project deliverables and problem statement
- Guided team of 5 on KPI development by connecting proposed metrics directly to user outcomes and business goals, improving the analytical rigor of final deliverables and the quality of work presented to Product at Dallas executives and cohort members

ADDITIONAL INFORMATION

Technical Skills: Tableau, Python, SQL, Power BI, Excel, n8n, Microsoft Office, ThinkCell, Claude, Alteryx, Figma

Certifications: Salesforce (Agentforce Specialist, Data Cloud Consultant, Sales Cloud Consultant, AI Associate), IBM (Python for Data Science & AI, SQL for Data Science, WatsonX Technical Essentials), Google (Project Management Foundation)

Interests: Listening to Music, Nature, Trying new foods, Fitness