Aarti Modi

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EDUCATION

University of California, Los Angeles   *Expected May 2025*

BA in Business Economics and Applied Math (Specialization: Computations)*: GPA 3.8*

Portfolios & Investments, Valuations & Modelling, Interest Theory, Financial Mathematics, Micro/Macro, Accounting, Branding, Entrepreneurship, Econometrics, Data Science, Machine Learning, Deep Learning, Probability & Statistics, Time Series Analysis, Data Structures & Algorithms, Optimization, Linear Algebra, Modelling, Quant Methods,
- Activities: USAC ISR Student Government - Head of Finance, Bruin Women in Business, Grader for Python,
- Awards: **Dean's Honors List.**

WORK EXPERIENCE

Business Development Intern

Plantas Rebranding Project   *July 2024 – Present*
- Spearheaded the complete rebranding of Plantas, designing the new name, visual identity, packaging, and product portfolio to establish it as a niche-focused subsidiary, tapping into emerging markets.
- Strategically repositioned the brand to target eco-conscious consumers and the 100% organic baby products market.
- Conducted market research, competitor analysis, and pricing strategy and refreshed customer experience, projecting a 25% increase in brand recognition in the first year.

Strategic Intern,

Plantas, startup for certified organic skincare products   *June 2024 - August 2024*
- Redesigned B2B sales strategies reducing early-stage sales returns by 10% and improving quarterly cash flow by 15%.
- Prepared financial projections and pitch decks, securing $5M in funding to drive the startup's expansion.
- Collaborated with multiple teams to develop strategies to address marketing challenges & strengthen market position.

Investment Banking Intern,

HDFC Bank   *June 2024 – Aug 2024*
- Reviewed and assessed 80+ IPO DRHP filings for pricing, valuation, and underwriting opportunities, leading to incremental fee-based revenue for the firm.
- Collaborated to identify 2 companies for new IPO transactions in ECM, contributing to the pipeline of future deals.
- Conducted financial modeling and ratio analysis for a $100M project finance deal, providing actionable insights

Strategic Advisory Intern,

Tarang Capital Advisory   *June 2023 - September 2023*
- Assisted the advisory team in guiding an Indian storage company through LPG capacity expansion, financial versus strategic investor analysis and structuring the investment through a wholly owned subsidiary.
- Participated in joint venture negotiations for the SHA and SPA, resulting in a 40% increase in market capitalization.
- Analyzed 10+ client case studies to identify key success factors, advisory rationale and impact on the company brand.

Business Analyst Intern,

Everstone Capital   *August 2023– September 2023*
- Conducted valuation for 5 companies using DCF & comparative market multiples, influencing investment decisions.
- Contributed to monthly valuations for investor reports, ensuring timely and accurate financial information.

Content Design and Marketing Intern,

Skillmatics   *June 2022- August 2022*
- Designed content for 10+ educational games by analyzing market trends, target demographics, and product features,
- Enhanced product offerings, contributing to improved user engagement and driving a measurable increase in sales.

PROJECTS

ASL Real-Time Recognition System   *December 2024*
- Designed a real-time American Sign Language (ASL) recognition system using PyTorch and OpenCV, achieving 92% accuracy across 26 gestures. Evaluated and tested models including CNN and YOLO to optimize performance.
- Preprocessed 5,000+ data points, including data augmentation and labeling to enhance model robustness and accuracy.
- Implemented an autocompletion feature to predict subsequent gestures, improving user experience in real-time.

Time Series Analysis of Inflation and Unemployment   *November 2024*
- Developed ARIMA and ARDL models in R to analyze a 40-year dataset, creating an inflation trend forecast.
- Ensured data reliability through ADF stationarity testing and optimized models using AIC/BIC criteria.
- Visualized economic relationships via ACF/PACF plots, and lagged unemployment effects with the Phillips Curve.

Panel Data Analysis of Socioeconomic Factors on Crime   *September 2024*
- Transformed cross-sectional data into balanced panel for 5 U.S. states over 23 yrs, enabling longitudinal analysis.
- Applied panel regression models to explain 44.5% of variance in murder rates
- Created interactive visualizations & addressed heteroskedasticity using RSE, delivering actionable policy insights.