

Kuntal has over ten years experience in building algorithms at companies such as Yahoo!, Shutterfly and the fashion company ModCloth. She moved back to India and started a company that brought together her two loves - fashion and data! [StyleNook](#) is a personalised recommendation fashion service for the Indian woman, that focuses on getting women clothes they love and that fit them well. The user lets us know a little bit about herself and we have stylists who, with the help of some data models, pick a few pieces for her to choose from. She lets us know whether she likes it or not and what aspects didn't work. This gets recorded for her next purchase. Think of us like Netflix that can start showing you exactly what you want to watch but much better since there are actual human stylists involved.

<https://www.linkedin.com/in/kuntalmalia/>