

Anushka Pandey

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EDUCATION

Tufts University, MA - Master of Science in Data Analytics/ GPA: 3.89/4.0

Sep 2023- May 2025

Manipal Institute of Technology, India - B.Tech in Electrical and Electronics Engineering

Aug 2018 - Aug 2022

TECHNICAL SKILLS

Programming Languages: Python, SQL, JAVA

Libraries/Frameworks: PowerBi, Tableau, Pandas, NumPy, Matplotlib, Scikit-Learn

EXPERIENCE

Data Analytics Department, Tufts University, MA, USA

Graduate Research Assistant

Jan 2024 - Present

- Contributed to making D'Arcy Thompson's Glossary of Greek Birds accessible to the general audience using automated tagging and natural language processing techniques.

Freelance Digital Media Strategist

Helping businesses grow their digital presence through social media strategies, creative content, and audience engagement optimization

Aug 2024 – Present

- Managed multiple clients' social media presence on Instagram, Facebook, and LinkedIn to grow brand awareness and boost engagement.
- Created and scheduled content to align with brand strategy, using data-driven insights to optimize audience interaction.
- Analysed performance metrics to refine campaigns and increase engagement, leveraging trends and audience behaviour to drive growth

A5g Networks, USA

A5G Networks is a start-up that specializes in advanced network solutions that optimize telecom performance to enable a seamless 4G/5G service experience in distributed and heterogeneous environments.

AI/ML intern

Jun 2024-Aug 2024

- Integrated PostgreSQL as an additional data source for the Mobility Dashboard, enhancing data analysis with node graph functionality for advanced network performance visualization.
- Spearheaded the development, maintenance, and enhancement of a real-time Mobility Dashboard using Grafana and PromQL, optimizing the monitoring and analysis of telecom network mobility patterns across 10+ key metrics, including signal strength, user location, and network connectivity.

Asal Hustle

Asal Hustle is an Instagram dance hub showcasing diverse dance content & collaborations to connect dance enthusiasts globally.

Social Media Strategist & Content Collaborator

Nov 2020 – Present

- Elevated an Instagram dance channel to over 10k followers by curating and collaborating on content that resonated with audiences, boosting average post reach by 40%.
- Initiated and managed 15+ cross-promotional partnerships, enhancing community engagement and expanding the brand's digital footprint to over 200k individuals globally.

Wipro Technologies, Bangalore, India

A leading global information technology, consulting, and business process services company with annual revenue of over \$8B

Project Engineer

Jul 2022 - Jul 2023

- Collaborated extensively with a diverse team of 10+ members on the design and development of an NNA Application, for Nokia Siemens Networks which boosted FCAPS management efficiency and operational performance in FY 2022.
- Utilized Java in an agile framework to fast-track development, enabling quick demo delivery and accelerating client feedback integration.

Information and Communication Technology Department, Manipal University, Manipal, India

A premier institution of engineering and technology in India, consistently ranked among the top technical institutions in India

Undergraduate Research Assistant

Jan 2022- Jul 2022

- Developed an end-to-end Twitter sentiment analysis pipeline on e-health trends, which helped refine e-health resources through insights into competitor sentiments and user preferences.
- Assessed the feasibility of utilizing Vader and Textblob for data tagging, conducting a comparative analysis to determine their efficacy in processing and categorizing social media data.

AINe AI, India

An innovative tech start-up specializing AI and data science solutions, driving digital transformation for businesses Mar 2022

Remote Data Science Intern and Business Intelligence Intern

- Utilized Power BI software to analyze market share for the client and competitors, identifying gaps and delivering actionable insights through client-ready presentations.

Thrift Attic

Thrift Attic is a retail store committed to promoting sustainability by encouraging the recycling of pre-loved clothing.

Co-founder & Community Engagement Lead

Nov 2020 – Nov 2022

- Cultivated an online sustainable fashion hub, growing Instagram followers by leveraging analytics to double engagement rates and expand community outreach.
- Spearheaded collaborative campaigns with eco-friendly brands, resulting in a 30% uptick in user interaction and a 25% increase in sales conversions.
- Developed content calendars and scheduled posts to maintain consistent and engaging online presence, ensuring timely delivery of content aligned with marketing objectives.

PROJECTS

Analyzing the Prevalence of Minority Ownership in Women's Businesses in Boston [[Repository](#)] Oct 2023 – Dec 2023

- Efficiently streamlined data on 195 women-owned businesses in Boston, to derive socioeconomic insights and guide the policymakers for better resource allocation. (Using R)

Strategic Analysis and Management of Key Student Stress Factors [[Repository](#)] Oct 2023 – Dec 2023

- Developed a predictive model to identify students at high risk of stress, coupled with data analysis to categorize students into distinct groups for the design of customized intervention programs addressing their unique stressors.

Aspect Based Sentiment Analysis [[Repository](#)] Jan 2022- Jul 2022

- Developed an end-to-end Twitter sentiment analysis pipeline to conduct e-health data analysis using Twitter hashtags to visualize key insights, trends, and public sentiment.

ACADEMIC ACHIEVEMENTS

- Recipient of 10% scholarship from Tufts University in the year 2023-24 for past academic and professional excellence.
- Awarded the Schneider Sustainability championship for the year 2021 for visionary initiatives that made a significant impact on reducing carbon footprints and promoting sustainable living.