Mohit Ravindra Kamble

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Summary

Recent MS graduate in Data Analytics from Northeastern (April, 2025), **specializing in healthcare marketing analytics** and **AI-driven** patient behavior modeling. Expert in SQL, Python, and BI visualization, with proven experience building machine learning models that connect pharmaceutical marketing tactics to patient health outcomes. Passionate about applying advanced analytics and **AI to optimize marketing** ROI while improving patient care in the life sciences industry.

Education

Northeastern University, Boston, MA	**Apr. 2025**
MS in Data Analytics & Statistical Modelling	GPA 3.89
University of Mumbai, India	**Jul. 2021**
Bachelor of Engineering in Information Technology	GPA 3.7

Work Experience

Data Analyst Intern, IpserLab, Remote, United States　　　　　　　　　　　　　　**Jul. 2025 – Present**

- Transformed pharmaceutical client questions "Which digital channels drive medication adherence?" into SQL-based *(CTEs, window functions)* hypotheses, building **AI-enhanced attribution models** *(Python, TensorFlow, Markov chains)* that **linked 500K+ monthly patient touchpoints** (web visits, email opens, provider visits) to prescription fills, discovering that sequential email + telehealth combinations **improved adherence by 34%.**
- Produced weekly Power BI *(DAX, data modeling)* dashboards analyzing marketing ROI across therapeutic areas, where discovering that diabetes campaigns peaked at 3-touch frequency **led to $2.1M budget reallocation for Q4 2025**; implemented ML-powered anomaly detection to flag unusual patient behavior patterns for performance optimization.

Data Analyst, Cognizant Technology Solutions, India　　　　　　　　　　　　　　**Aug. 2021 – Aug. 2023**

- Uncovered that arthritis drug TV campaigns reached 65+ demographics while target patients were 45-54 by **building SQL queries across 1.2M monthly** patient records in Oracle/SQL Server; designed digital retargeting strategy focused on WebMD and health app placements, **improving patient acquisition by 16%.**
- Tracked Medicaid patient journeys from diabetes awareness ads to prescription fills using Power BI, discovering critical 7-day conversion window between first exposure and pharmacy visit; automated these insights *(Python pandas, automation scripts)* with **reducing weekly reporting** from 20 to 14 hours.
- Developed ML-powered *[Python (Log. Regression, sklearn pipelines), Snowflake, Feature importance]* patient propensity scores combining demographics, prior medication history, campaign touchpoints to predict heart medication adoption likelihood; model identified 23% of patients generating 67% of conversions, enabling precise budget allocation.

Projects

Boston Public Health Commission (Master's Capstone Project) | Python, SQL, Power BI, Azure　　**Jan. – Mar 2025**

- Linked 850K patient touchpoints to opioid overdose rates via SQL, discovering Instagram + peer counselor tactics reduced incidents 42% in ages 18-25; **ML model optimized $2.3M campaign** spend by identifying 4-touch **monthly** frequency threshold; Built automated Azure pipeline consolidating 47 clinic datasets into Power BI dashboards, enabling real-time zip code analysis of outreach effectiveness vs. previous monthly Excel reports.

FDA Drug Analytics Platform (Personal Project) | Python, SQL, Dash, ML Models, Render Cloud　　**May – Jul. 2025**

- Transformed **5M+ FDA drug records** into multilevel interactive dashboards revealing pharmaceutical market insights; discovered sponsor approval patterns using ML clustering that **segmented 50,000+ companies** into high/medium/low success tiers, enabling targeted marketing strategies; created prescriptive analytics that recommended optimal drug submission timing; deployed on Render for real-time pharma client access. [**GitHub**], [**Live Python based Dashboard**]

Skills

- **Database & Analytics:** SQL (complex queries, CTEs, stored procedures, window functions), Python (pandas, NumPy), Advanced Excel (pivot tables, VLOOKUP, macros, data modeling), hypothesis testing, predictive modeling
- **BI/Data Visualization:** Power BI, Tableau, Looker, creating executive dashboards, KPI tracking, data storytelling
- **Healthcare/Marketing Domain:** Patient behavior analysis, marketing ROI measurement, campaign effectiveness
- **Certifications:** HIPAA, Google Ads Measurement, Google Ads Search Certification, Alteryx Designer Core

Leadership - Head of Marketing & Communications (*Volunteer*) | Boston New Technology　　**Dec. 2023 – Present**

- Develop marketing strategies for monthly networking events connecting 500+ tech professionals, managing social media presence, email newsletters, and sponsor communications to build Boston's startup community. [**Work Sample**]