

# Pooja Pendharkar

[linkedin.com/in/pooja-pendharkar](https://www.linkedin.com/in/pooja-pendharkar) | [poojapendharkar.github.io/portfolio](https://poojapendharkar.github.io/portfolio) | [pendharkar.p@northeastern.edu](mailto:pendharkar.p@northeastern.edu) | 623 275 3375

## WORK EXPERIENCE

### Data Analytics Intern | SageSure Insurance | New Jersey, USA

June 2023 – Aug 2023

- Designed and implemented Power Bi dashboard for executive leadership, analyzing over 5.6k claims to derive insights on RCV
- Coordinated cross-functional collaboration, ensuring seamless launch of a new hurricane loss mitigation program
- Achieved 4k signups from existing policyholders for the new program, demonstrating its successful rollout and acceptance

### Graduate Assistant | D'Amore-McKim School of Business | Boston, USA

Feb 2023 – May 2023

- Assisted Prof. Mary Steffel to evaluate assignments and exams for undergraduate course "Consumer Behavior"
- Curated high-quality research papers, case studies, and industry insights for the course modules of an online MBA course "Stakeholder Values and Societal Challenges in Business"

### Senior Marketing Associate | Synclarity Digital | Mumbai, India

May 2021 – Sept 2022

- Led the comprehensive project delivery for 12+ SME accounts spanning India, UAE, and Canada, encompassing the creation of go-to-market strategies, high-conversion website development, and social media growth initiatives
- Amplified e-commerce brand sales from INR 200K to 1M by leveraging customer insights, A/B testing and ad optimizations
- Implemented a national brand activation campaign for a logistics enterprise, marking a 19% uptick in client engagement

### Content Lead | ProgramFox EduTech | Pune, India

Aug 2020 – May 2021

- Managed a diverse team, encompassing content creation, design, and digital marketing, to generate both promotional and educational content for K-12 students
- Planned and facilitated demo and content pipeline that helped boost overall enrollment to 10k+ users on the platform
- Developed creative concept copies for digital campaigns that surged the Facebook reach to 2.7k followers

## ACADEMIC PROJECT EXPERIENCE

### Research and Analysis – R, Python, m-Turk, Qualtrics [[GitHub](#)] [[Research Paper](#)]

June 2023 – Aug 2023

- Conducted conjoint analysis and clustering on data from 102 respondents to assess consumer attitudes towards privacy tradeoffs for targeted digital advertising

### Data Visualization – Power Bi, MS-Excel [[GitHub](#)]

June 2023 – Aug 2023

- Designed the crime incident analysis dashboard for SFPD emphasizing theft trends and peak times within neighborhood

## EDUCATION

### Northeastern University, Boston, MA

Dec 2023

Master of Science in Business Analytics

GPA: 3.9/4

### Indian Institute of Technology Bombay, Mumbai, India

Jul 2019

Master of Management (M.B.A), Marketing

### Government College of Engineering, Amravati, India

Mar 2015

Bachelor of Technology (Computer Science)

## SKILLS

**Programming Languages:** Python (Pandas, GeoPy, Matplotlib, NumPy, Scikit-learn), R, HTML5, CSS

**Machine Learning:** Classification, Regression, Clustering, Feature Selection, Time Series Analysis, Supervised Learning, Unsupervised Learning, Hypothesis Testing

**Data Analysis and Visualization:** Power BI, Tableau, MySQL, Oracle, PostgreSQL, Snowflake, Azure, AWS (S3 bucket), Excel

**Certifications:** CITI certified to conduct ethical research, Google Analytics, User Experience Accenture Future Learn

## ADDITIONAL INFORMATION

- Volunteering as a mentor with The Valedictorian Project to guide students in academic challenges and personal development
- Authored a featured start-up story on AIM2Flourish for which CareNx was awarded [2019 UN Global Goal prize](#)