

Punya Saraogi

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EDUCATION

VIT Bhopal University (*Bhopal, MP*)

(June 2021 - July 2025)

B.Tech in Computer Science and Engineering

With **8.75** - CGPA, Social Media & Strategy Lead at omdena, iOS club

PROJECTS

Solving the Paradox of Choice on Amazon Prime Video

Product Management | Jul 2024

- Engineered a predictive model for heart attack risk using data analytics, achieving a 75% accuracy rate.
- Leveraged Python with Scikit-learn and TensorFlow for data preprocessing, feature selection, and model training.
- Developed a real-time prediction web interface with Flask, enhancing accessibility and usability

Sparky – AI-Powered Date Planning Assistant for Hinge

Product Management | Sep 2024

- Developed Sparky, an AI chatbot that suggests personalized date ideas and conversation starters to enhance user engagement on Hinge.
- Worked with engineering, sales, and operations to align product goals with user needs.
- Led marketing campaigns and optimized growth channels using Mixpanel & Google Analytics to drive adoption.
- Designed and ran experiments to validate hypotheses and improve retention.
- Drove user engagement and monetization strategies, improving date success rates.

SKILLS

Data Analysis, Python, Excel, SQL, Project Management, GTM Strategy, Product Management, Canva, Figma

WORK EXPERIENCE

SpatioWorld

(July 2024 – August 2024)

Geographic Information System Intern.

- Launched a blockchain-based system for secure property transactions, cutting costs by 30% and boosting security by 50%.
- Designed an intuitive GIS interface using ArcGIS and Leaflet.js, elevating user satisfaction by 30% and enhancing productivity by 20%.
- Implemented automated contract execution using Solidity, reducing transaction processing time by 40% and ensuring transparency.

Internshala Student Partner

(Jan 2022 – Sept 2022)

- Led marketing campaigns, boosting campus engagement by 50%.
- Organized career workshops, increasing participation and student sign-ups by 30%.
- Delivered promotional presentations, enhancing brand visibility and awareness.

LEADERSHIP AND VOLUNTEER EXPERIENCE

- Organized a 6-hour Hackathon: Successfully organised a large-scale hackathon with 500 participants, managing logistics, communication, and participant engagement to ensure a smooth and impactful event.
- Engagement and Outreach: Engaged with over 20 industry professionals and guest speakers to enhance the learning experience of club members.

- Collaboration and Teamwork: Led a team of 15 members, ensuring smooth execution of events and effective communication among all stakeholders.
- Directed focused upskilling initiatives in Mathematics & Statistics, Research, GIS technology and YOLO models.