

# Raghav Arora

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## EDUCATION

California Polytechnic State University - San Luis Obispo, CA

**Graduation Date: June 2023**

Master of Science: Business Analytics

**GPA: 3.9**

Bachelor of Science: Business Administration | Financial Management | Economics

**GPA: 3.5**

*Dean's List, Accounting Excellence, Diversity and Inclusivity Chair, Bilingual (Hindi)*

## WORK EXPERIENCE

**Robert Kennedy Library – Data Analytics Assistant (San Luis Obispo, CA)**

*Sept 2022 – Present*

Managed Cal Poly's writing and learning center's athletic student database.

- Utilized advance MS Excel techniques to clean and wrangle large datasets for processing with regards to payroll and attendance
- Optimized client record management and system reports using the writing and learning center's database management system

**Bankers Life – Financial Service Representative (Long Beach, CA)**

*Sept 2021 – June 2022*

Assisted senior clients with four factors affecting assets: retirement income, health expenses, extended care and final expenses.

- Utilized investment analytics and portfolio management to provide clients with the best mix of assets available
- Marketed company brand to enhance clientele using Hearsay, Facebook & YouTube ads, Direct Mail and Cold Calling

**BakBone Inc. – Finance and Accounting Intern (San Luis Obispo, CA)**

*June 2019 – July 2020*

Worked on several business operations including financing, accounting, assembly, packaging and shipping of BakBone product

- Implemented and utilized a new standard for accounting using the QuickBooks software to better record incoming purchase orders, verify budget and realize manufacturing/productions costs
- Fulfilled four different purchase orders which included the sale of over 300 BakBone products, realizing an income of \$8,985 through PO processing and invoice creation while cutting cycle time by an average of 180 minutes per Bakbone

**RAMCO Steels Pvt. – Production Analyst Intern (Faridabad, India)**

*June 2018 – August 2018*

Used Lean Six Sigma methodologies to analyze production and supply chain of machined parts in their delivery cycle

- Reduced errors in delivery system by applying 5S techniques to organize and automate delivery
- Performed Lean Manufacturing analysis on the employees' movements through direct time studies, pareto charts, and flow diagrams to optimize supply chain and reduced delivery time by 2.35 seconds per part

## DATA ANALYTICS PROJECTS (Graduate)

**Hip-hop Lyrics – Linguistics Research Analysis**

*March 2020 – June 2020*

Analyzed the dataset "Hip-hop" containing results from a study conducted by a linguist at the University of Minnesota using R

- Administered EDA using the Tidyverse package in R Studio to discover the most familiar words in the hip hop genre with regards to demographics
- Visualized data in the form of histograms and boxplots via ggplot2 to efficiently represent the distribution of song lyrics with respect to genre and demographics
- Predicted Aubrey Drake Graham's track list for his upcoming album through previously conducted EDA

**Chipotle – Cluster Analysis**

*Jan 2019 – July 2019*

Utilized K-means clustering to segment potential Chipotle customers via psychographic traits to develop a concentrated target marketing strategy in MS Excel and R Studio

- Determined the number of clusters (5) by choosing the psychographic variables with the highest spread in order to find the perfect segment (RHI's) to target for a concentrated segmentation strategy via R
- Conducted a means analysis and a marketing mix analysis in R on the determined clusters to develop a monthly meal plan subscription model for Chipotle as our concentrated marketing strategy

## FINANACIAL MANAGEMENT PROJECTS (Undergraduate)

**Senior Thesis – Mergers & Acquisitions Report**

*March 2020 – June 2020*

Analyzed a theoretical acquisition of Lionsgate by Netflix as an investment project

- Conducted ratio analyses using 10-K Filings from the Security and Exchange Commission's (SEC's) database
- Developed pro-forma financial statements to assess the anticipated free-cash-flows of the target firm (Lionsgate)
- Analyzed cost reductions and revenue enhancements and quantified the value added to the acquiring firm (Netflix)
- Utilized financial modeling to determine the acquiring firm's Weighted Average Cost of Capital (WACC)

**Stock-Trak – Investment Portfolio**

*Jan 2019 – July 2019*

Formulated a trading strategy, selected attractive securities, executed trades, tracked portfolio performance weekly and revaluated trading strategy dependent on weekly performance

- Settled on multiple investment objectives, aiming for a 3% target portfolio rate of return and a beta value between 0.5 to 1.0.
- Simulated a market value of \$853,460.70 and portfolio value of \$971,082.82, through a total of 84 trades for the given 8 weeks

## LEADERSHIP AND INVOLVEMENT

### Nu Alpha Chapter of Kappa Sigma – Diversity & Inclusivity Chair

*Jan 2018 – July 2020*

Provide oversight in the development and review of guidelines that pertain to the Interfraternity Council and ensure continuous leadership and professional development of the Kappa Sigma fraternity

- Hosted and attended two workshops each quarter to raise awareness about the necessity of diversity & inclusivity at Cal Poly
- Collaborated and built relationships with all organizations in the PHA, IFC and USFC council to create a comprehensive set of diversity and inclusivity guidelines for Cal Poly and all its members

### Nu Alpha Chapter of Kappa Sigma – Philanthropy Lead

*Sept 2018 – June 2019*

Organized and hosted: The 4<sup>th</sup> annual Bootcamp, the 1<sup>st</sup> Dodgeball Tournament and the 2<sup>nd</sup> annual ‘Be the Match’ Woodstock’s fundraiser

- Raised over \$4200 for the military heroes’ campaign and over \$800 for ‘Be the Match’ bone marrow donor program
- Recorded the highest overall attendance in Nu Alpha chapter history with over 700 total visitors

## LICENSES AND CERTIFICATES

**IBM**– Data Science Professional Certificate

*Sep 2022 – Present*

**Ellianse** – Business Analyst 1

*Jan 2022 – Present*

**California Department of Insurance** – Life Accident & Health (Annuity & LTC)

*Oct 2021 – Present*

**California Polytechnic State University** – Accounting Excellence

*April 2018 – Dec 2018*

## RELEVANT SKILLS

**Knowledge** Data Analytics, Machine Learning, Econometrics, Corporate Finance, Portfolio Management, Mergers & Acquisition, Investment Analytics

**Technical:** MS Office & Excel, R & R Studio, Python, SQL & MySQL, Tableau, Git & GitHub, Open Office

**Other:** Data Management, Data Mining, Data Visualization, Essential Statistics, NPV Analysis, DCF Modeling, Capital Budgeting, Financial Reporting