

## Raghav Goel

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### SKILLS

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Software Knowledge: Python, Microsoft Office, Tableau, Power BI, SQL, HTML, Business: Communication, Strategic Thinking, Cross-functional Collaboration.

### WORK EXPERIENCE

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#### Office Sahayogi - Business Analyst Intern, Noida

Jul 2024 - Oct 2024

- Collaborated with founders to optimise logistics, using KPIs to boost warehousing and dispatch efficiency by 20%.
- Identified, diagnosed, and resolved three critical bottlenecks within supply chain by averaging detailed time-based KPIs such as storage delays, retrieval lags, and dispatch hold-ups, achieving a 15% reduction in overall order fulfilment time and driving a significant improvement in inventory turnover rate.

#### LG India - Sales & Operation Intern, Karnal

Apr 2024 - Jun 2024

- Optimised inventory flow and logistics across 50+ LG stores in Haryana, leveraging sales data analysis and targeted promotions to drive a 5% regional sales uplift and enhance market reach in Tier 2/3 cities.
- Administered sales operations across 3 regions, streamlined workflows, reduced turnaround time by 25%, and drove cross-functional initiatives, increasing revenue 5%.
- Led knowledge transfer sessions on business operations for 6 new hires, accelerating onboarding and readiness.

### RESEARCH PROJECTS

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#### "The Influence of Sustainable Packaging on Consumer Choices, Mumbai

Sep 2024 - Mar 2025

##### Student

- Analysed 145 survey responses to reveal brand trust (+148%) and environmental awareness (+64%) as key drivers for sustainable packaging adoption and loyalty.

#### Car Price Analysis, Mumbai, India

Jan 2024 - Dec 2024

##### Student

- Extracted key pricing drivers through ANOVA, regression, and EDA on car data, highlighting engine size and fuel type.
- Developed visual dashboards and engineered features using Python (Pandas, Seaborn, SciPy) to support future ML-based price prediction.

#### "Metaverse Marketing: Analysing Virtual World Data for Brand, Mumbai, India

Jan 2023 - Aug 2023

##### Student

- Published IJARESM research on metaverse marketing by analysing 20 virtual worlds and 100 user surveys to develop strategies for virtual branding and engagement.
- Published research in IJPREMS (IF 5.725) on blockchain-driven supply chain transparency, analysing data from 250+ consumers and experts to uncover trust and loyalty insights

### EDUCATION

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#### Nanyang Technological University, Singapore

Jul 2025 - Present

MSc Business Analytics (Business Analytics)

#### Narsee Monjee Institute of Management Studies, Mumbai, India

Jul 2022 - Apr 2025

BBA (Marketing & Management)/ 8.8/10