

## **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 MSc Business Analytics (Business Analytics)**

**Jul 2025 - Present**

### **Narsee Monjee Institute of Management Studies, Mumbai, India BBA (Marketing & Management)/ 8.8/10**

**Jul 2022 - Apr 2025**