

Adarsh Raj

✉ adarshsinghdream@gmail.com ☎ 8340540919 🌐 linkedin.com/in/adarsh-raj-rcm

PROFILE

Ambitious and forward thinking **MBA candidate** with a strong foundation in **marketing strategies, data analysis, and business intelligence tools** including **Advanced Excel, Power BI, and MS Office**. Proficient in creating **interactive dashboards**, conducting **performance reporting**, and delivering **data-driven insights** to support strategic decision-making. Adept at using tools like **Canva** for visual storytelling and **ChatGPT** for research and content creation. Demonstrates a blend of **analytical thinking** and **creative communication**, with a proven ability to thrive in dynamic, results-oriented environments.

SKILLS

Tech Stack

- Microsoft 365
- MS Teams
- Power BI
- Canva
- Google

Core Skills

- Data Analysis & Interpretation
- ChatGPT
- Business Statistics

Functional Skills

- Strategic Planning & Execution
- Financial Planning & Control
- Teamwork & Interpersonal Communication

EXPERIENCE

Marketing Intern - Market Penetration & Business Development

Manikstu Agro

- Led a structured market entry campaign for goat health products, surveying **50+ farmers** and **30+ retailers** across rural clusters.
- Onboarded **5 new retail partners** and generated **initial product orders**, contributing to a **20% expansion** in regional coverage.
- Collected and analyzed** customer feedback to optimize **pricing strategy**, improving product acceptance among first-time users.
- Delivered** a data-driven **market insights report** that influenced future **sales planning** and **distribution logistics** in Palamu.

PROJECTS

Dynamic Sales Insights Tracker

- Developed an interactive **Excel dashboard** using pivot tables, charts, and slicers to monitor key performance indicators (KPIs) such as **total sales of ₹11.87 Cr**, **profit of ₹1.68 Cr**, and **units sold of 11.24 lakh** during **2021-2022**.
- Automated top-performing product with **₹3.30 Cr in revenue** and a **14.23% profit margin**, supporting strategic decision-making and profit optimization.
- Applied data visualization techniques to communicate actionable insights to stakeholders for improving **sales strategy** and **market segmentation**.
- Reduced manual reporting effort **by 50%** through automation and reusable dashboard templates.

InfraMetrics System Health Dashboard

- Developed a **real-time IT performance dashboard** integrating data from ServiceNow and Excel files **25,000+ records** to **track key KPIs**.
- Streamlined reporting by automating data refreshes and consolidating reports, cutting manual work **by 60%**.
- Increased reporting **speed by 2x** and enabled leadership to proactively manage IT system health.

CERTIFICATES

- ADCA (Advanced Diploma in Computer Application)
- Spreadsheet Application: Excel
- AI For Everyone

ACHIEVEMENTS

- Coordinated with **NHRD Entrepreneurs at RCM Campus**.
- Core team member of **"BRAHMASTRA" B-fest** at **RCM College**.

EDUCATION

MBA (Marketing & IT)

Regional College Of Management

SGPA 8.26

2024 – present | Bhubaneswar, India

B.A (Political Science)

Nilamber Pitamber University

CGPA 8.13

2020 – 2023 | Daltonganj, India