

Srinith Samala

Mumbai, Maharashtra, India
srinithsamala574@gmail.com | +91-9347709720
[Linkedin](#) | [Github](#) | [Portfolio](#)

TECHNICAL SKILLS

Languages: SQL (MySQL, PostgreSQL, CTEs, Window Functions), Python (Pandas, NumPy)

Analytics: Churn analysis, customer retention, cohort analysis, segmentation, revenue analysis

BI & Visualization: Power BI (DAX, Power Query), Streamlit, Excel

Databases: MySQL, PostgreSQL, Schema Design, Normalization

Tools & Platforms: Git/GitHub, VS Code, pgAdmin, Neon (Cloud PostgreSQL), Streamlit Community Cloud, Windows Task Scheduler

PROJECTS

Telecom Churn & Revenue Risk Analysis | [Link](#) 2026
SQL, Power BI

- Identified the primary driver of churn-driven revenue risk by analyzing telecom customer contracts using SQL
- Quantified revenue exposure, showing ~47% of revenue at risk concentrated in month-to-month customers despite similar pricing
- Recommended a contract migration strategy, estimating protection of ~200K annual revenue under conservative assumptions

Multi-Asset Market Risk & Returns Dashboard | [Live Demo](#) 2026
Python, PostgreSQL, SQL, Streamlit

- Built an end-to-end pipeline ingesting daily price data for 15 stocks via the yfinance API into PostgreSQL
- Used idempotent SQL UPSERT logic to prevent duplicate records on repeated pipeline runs
- Wrote SQL window functions (LAG, STDDEV, CORR) to quantify volatility, drawdown, and correlation
- Automated daily ingestion and deployed a live public dashboard using Streamlit and cloud PostgreSQL

E-commerce Retention & Revenue Analysis | [Link](#) 2025
SQL, Power BI

- Analyzed 541K+ transactions using SQL (CTEs, window functions) to diagnose revenue volatility, customer churn, and product-level retention
- Identified 51% customer churn and top 10% revenue concentration explaining unstable monthly revenue (£400K–£1.1M)
- Delivered a Power BI dashboard translating transaction-level data into retention and revenue insights

VIRTUAL EXPERIENCE PROGRAMS

Deloitte Australia | *Data Analytics Virtual Experience* 2025

- Analyzed client datasets and built Power BI dashboards to translate data into actionable business insights

Tata Group | *Data Visualization Virtual Experience* 2025

- Designed executive-ready data visualizations to communicate strategic insights

EDUCATION

KES' Shroff College, Mumbai, India Jan 2024 – Present
Bachelor of Science in Data Science

CERTIFICATIONS

- Google Data Analytics Professional — Coursera (2026) [Link](#)
- AWS Cloud Technical Essentials — Coursera, authorized by Amazon Web Services (Feb 2026) [Link](#)