

Srinith Samala

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[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

Tools: Power BI (DAX, Power Query), Excel, Git/GitHub

PROJECTS

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

- 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

Marketing Mix & Attribution Analysis | SQL, Power BI | [Link](#) 2026

- Identified attribution bias by comparing last-touch and linear models, exposing overvaluation of closing channels
- Designed a what-if budget simulation model that identified ~21% revenue loss from ROI-driven budget reallocation
- Demonstrated that high-ROI channels lack scalability, recommending a data-driven partial reallocation strategy to balance revenue and efficiency

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

- 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)

PROFESSIONAL EXPERIENCE

Deloitte Australia 2025

Data Analytics Virtual Internship

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

British Airways 2025

Data Science Virtual Internship

- Performed web scraping and sentiment analysis using Python (BeautifulSoup, NLTK)

Tata Group 2025

Data Visualization Virtual Internship

- Designed executive-ready data visualizations to communicate strategic insights

EDUCATION

KES' Shroff College, Mumbai, India Jan 2024 – Jul 2027

Bachelor of Science in Data Science

- **Relevant Coursework:** Statistical Analysis, Machine Learning, Data Structures, Database Management, Data Mining

CERTIFICATIONS

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

Languages: English (Fluent), Hindi (Native)