

# SOMYA CHAUDHARY

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## PROFESSIONAL SUMMARY

Data Analyst with 3.5+ years of experience analyzing large-scale datasets (20M+ records) to drive measurable business impact across insurance, e-commerce, and technology. Reduced customer churn by 18%, improved reporting efficiency by 40%, and optimized operations through funnel analysis, cohort retention, A/B experimentation, and customer segmentation. Proficient in SQL, Python, Power BI, AWS, and Snowflake; builds automated pipelines and KPI dashboards, and leverages GenAI to accelerate analytical workflows. Currently pursuing M.Sc. in Data Science & AI at BITS Pilani (Expected 2027).

## TECHNICAL SKILLS

**Languages:** Python (Pandas, NumPy, Matplotlib, Seaborn), SQL (Joins, Window Functions, CTEs), GenAI (SQL generation, data summarization)

**BI & Visualization:** Power BI (DAX, Power Query), Tableau, Advanced Excel (Pivot Tables, Lookups, Automation), Dashboard Design & Stakeholder Reporting

**Cloud & Data:** AWS (S3, Redshift, Athena, Glue), Snowflake, MySQL, dbt, ETL Pipelines, Data Warehousing, Business Intelligence (BI)

**Analytics:** Funnel Analysis, Cohort & Retention Analysis, A/B Testing, Hypothesis Testing, RFM & Customer Segmentation, Statistical Modeling, KPI Tracking (DAU, MAU, CLTV, Conversion Rate, Churn Rate), Root Cause Analysis, EDA

## PROFESSIONAL EXPERIENCE

### Data Analyst · *VSM Infotech Pvt. Ltd.*

Jun 2025 – Present | Remote

- Automated 12+ recurring reports (Python, SQL), saving 15+ hrs/week; built Power BI dashboards for 3 regional managers — directly contributing to 7% Q3 revenue uplift through data-driven decision support.
- Built scalable AWS Glue ETL pipelines integrating 4 data sources into Snowflake with dbt models, improving data freshness from daily to hourly; powered Power BI dashboards that enabled real-time KPI tracking and drove 5% improvement in business performance.
- Integrated GenAI tools for SQL draft generation and anomaly summarization, reducing ad-hoc analysis turnaround by 40% and freeing analyst capacity for higher-impact work.

### Data Analyst · *Axis Max Life Insurance (Contract)*

Feb 2025 – Jun 2025 | Gurugram

- Performed cohort-based retention analysis on 100K+ policy records (3 years), identifying 2 high-risk churn segments totalling 31,000+ customers — insights directly informed targeted retention campaigns.
- Designed Power BI funnel dashboards tracking renewal rates, CSAT, and conversion KPIs for 200+ agents; presented findings to senior stakeholders, driving targeted coaching that improved renewal rate by 8%.
- Automated monthly reconciliation workflows in Python, cutting report generation time by 70% and eliminating manual processing errors across policy data pipelines.

### Data Analyst · *DigiTace Tech Solutions Pvt. Ltd.*

Oct 2023 – Jan 2025 | Gurugram

- Built a sales demand forecasting model (Python, SQL) on 18 months of historical data achieving 87% accuracy — reduced inventory carrying costs by 10% (₹14L annually).
- Designed A/B tests (chi-squared, p-value) and cohort-based churn analysis across acquisition funnels; identified key drop-off points, lowering monthly churn by 6%.
- Unified multi-source KPI reporting into a single Power BI dashboard, compressing reporting cycle from 3 days to 4 hours — enabling weekly leadership reviews and root cause analysis on KPI dips.

## KEY PROJECTS

### E-Commerce User Behaviour Analytics — *SQL · Python · Power BI*

[\(Link\)](#)

- Built end-to-end funnel, cohort retention, and RFM segmentation models on 300K+ events (88K users, \$1.68M revenue; identified 93.2% drop-off at product view stage and near-zero Month-1 retention (1.2%), diagnosing core conversion and re-engagement gaps.
- Delivered actionable insights including high-value “Champion” segment (0.3% users driving 14.3% revenue) and pricing/conversion inefficiencies (smartphone CVR <2%); proposed targeted retention and category interventions with estimated **\$36K revenue recovery**.

### Financial Risk & Borrower Analysis · *Power BI · DAX · Power Query*

[\(Link\)](#)

- Built a multi-page risk intelligence dashboard using **Power BI, DAX, and Power Query** on a \$436M loan portfolio (38K borrowers); uncovered critical mispricing where Grade A borrowers showed highest default rate (18.5%) despite lowest interest rates.
- Delivered segment-level and geographic risk insights (e.g., 52% Q1 credit card default spike, California high-risk vs New York low-risk market), enabling data-driven portfolio rebalancing and underwriting strategies projected to reduce defaults by **10–15%**.

### Blinkit Sales Intelligence — *B2C App Dataset* — *SQL · Power BI*

[\(Link\)](#)

- Analyzed 100K+ transactions across 8 relational tables using **SQL (CTEs, window functions, joins)** and **Power BI**; identified 74% customer churn and uncovered key category inefficiencies including high-growth/low-margin (Dairy) and high-margin/low-growth (Frozen) segments.
- Evaluated marketing channel performance and inventory health; discovered Email as top-performing channel (~105% ROI) and systemic damaged stock issue (30–37%), enabling data-driven recommendations to improve retention, optimize spend, and enhance profitability.

## EDUCATION & CERTIFICATIONS

**M.Sc. Data Science & AI · BITS Pilani**

Expected 2027 | GPA: 8.5/10

**B.Com · IGNOU**

Completed 2024 | GPA: 7.0/10

## Certifications

Generative AI for Data Analysts — Simplilearn | Forward Learning Programme — **McKinsey & Company** (2025) |

Data Analyst Certification — ExcelR (2023) | Quantitative Research Simulation — **JPMorgan Chase**