

Nayan Reddy Soma

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Key Skills

Power BI:	Extract Transform and Load (ETL), Data Modelling, DAX, Bookmarks, Buttons, Filters, Parameters, Publishing, Row-Level Security (RLS), Report Optimization
SQL:	Data Extraction, Data Aggregation, Query Optimization, Joins and Data Relationships, Data Filtering, Window Functions, CTEs, Subqueries and Set Operations
Python:	NumPy, pandas, Matplotlib, Seaborn, APIs, SciPy, scikit-learn, Data Automation, Predictive Modelling
Advanced Excel:	Pivots, Charts, Lookups, Dynamic Arrays, Power Query, Power Pivot, Conditional Formatting.
Business Analytics:	Forecasting, Financial Modelling, Performance Metrics, Risk Analysis, KPI Dashboards, Business performance strategy.
Google Workspace:	Google Sheets, Google Docs, Google Slides, Gmail.
MS Office:	Excel (Advanced), PowerPoint (Business Reports, Presentations), Word (Documentation, Reports).

Projects

AI Powered Recruiter Chatbot With Real Time Analytics Dashboard | [Live Chatbot](#) | [Live Analytics](#) | [GitHub Repo](#)

[Python / Pandas / Plotly / Spacy / NLP / FastAPI / Google Sheets API (gsread)]

- Developed a conversational AI chatbot using python to provide an interactive way to explore my resume, answering questions about my skills, projects and personality.
- Built the RAG pipeline using SentenceTransformers to create vector embeddings from a custom knowledge base, combining cosine similarity and FuzzyWuzzy for high precision, low latency semantic retrieval.
- Engineered a real time data pipeline using the gsread API to log all user interactions to Google sheets, building a live analytics dashboard using Pandas and Plotly. The dashboard monitors KPIs such as unique user sessions, query volumes and average response time. A key analysis visualizes the response source distribution, directly measuring the efficiency of the RAG system versus the LLM.

Business 360 - Brick & motor and E-commerce Performance Analysis. | [Live Dashboard](#) | [GitHub Repo](#)

[Power BI / SQL / Excel / DAX Studio]

- Crafted an integrated Power BI analytics platform by combining multiple data sources to analyze business performance across 209 customers, 397 products and 27 markets using real world simulated data.
- Analyzed approximately 1.8 million rows of raw transactional and target data, optimizing load performance with Power Query transformations and column-level filtering.
- Designed and implemented a snowflake schema data model with 18 interconnected tables (including 6 fact tables), enabling efficient DAX calculation and scalable analysis across multiple dimensions.
- Derived actionable insights such as 27% profit margin in Retail customers and underperformance in the East region, enhancing business decision making potential.

Expense Tracking System | [Live Expense Tracker](#) | [GitHub Repo](#)

[MySQL / Python / Pandas / FastAPI / Streamlit]

- Built a fully functional data visualization dashboard using Streamlit and MySQL that processes up to 5 daily expense entries per user, allowing real time entry, storage, and display of personal finance data.
- Designed interactive analytics dashboards using Pandas, visualizing monthly trends, category-wise spending, and date-range filters based on a structured demo dataset of 300+ records.
- Developed SQL based category wise analytics across 8 expense categories by writing aggregation queries to calculate spend distribution, enabling identification of high-expenditure areas.
- Implemented session-based analytics by introducing a session_id field in the database, enabling 100% isolation between demo and personal data.

Consumer goods Analytics - Ad-hoc Insights | [GitHub Repo](#)

[MySQL / Power BI]

- Delivered insights for 10+ ad-hoc business requests by querying a 1.4 million-row transactional database using SQL, enabling data- driven decisions for executive leadership.
- Apart from handling ad-hoc analysis requests, analyzed historical sales data to uncover a 36.33% increase in unique products offered in 2021 compared to 2020, supporting strategic product expansion decisions.
- Additionally, conducted a channel wise performance analysis and identified that retailer channels contributed 73.21% of total gross sales, highlighting them as the primary revenue driver.

Leadership and Data Driven Experience

Data Analytics Lead | TAM College Festival

May 2022 - Jan 2024

- Analyzed registration and revenue data for a college festival with 1000+ attendees across 15+ events to identify key performance drivers.
- Developed a Google Sheets dashboard to track key metrics, revealing insights such as tech focused quizzes yielding 40% higher profit margins than general events due to lower setup costs, along with multiple other actionable business findings.
- Learned to effectively communicate complex data insights to a non-technical audience, presenting findings to the organizing committee of 10 students and 2 faculty advisors, implementing a data driven strategy change that led to an increase in the festival's overall profitability by 20% the following year.

Certifications

- Google Data Analytics Professional Certificate by Google
- Power BI Data Analytics 3.0 by Codebasics
- SQL for Data Professionals: Beginner to Advanced by Codebasics.
- Python Programming by Kaggle.

Education

St Martin's Engineering College

Bachelor of Technology in Computer Science and Engineering (specializing in AI and ML)
CGPA: 7.83

Hyderabad

Nov 2020 - Apr 2024