Nilay Soni

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Skills

- **SQL :** DDL, DML, Joins (Inner/Left/Right), Subqueries, CTEs, Aggregations, Window Functions, Data Extraction & Reporting
- **Python Advance :** Pandas, NumPy, Data Cleaning, Data Manipulation, Exploratory Data Analysis (EDA), Data Visualization (Matplotlib, Seaborn)
- **Advanced Excel :** Pivot Tables, Pivot Charts, XLOOKUP/VLOOKUP, IF Functions, Data Validation, Conditional Formatting, Dashboard Creation
- **Power BI :** Power Query (Data Cleaning & Transformation), Data Modeling, DAX (Calculated Columns/Measures), KPI Dashboards, Interactive Report Building

Projects

Customer Analytics & Data Modeling (SQL)
- Analyzed 12+ months of customer acquisition and transaction data for 10K+ customers using temporal, cumulative, and recency-based techniques to track engagement, spend behavior, and lifetime value.
- Built advanced customer segmentation models (High-Value, Growth, New) based on spend, frequency, tenure, and activity, identifying ~25% customers contributing ~60% of total revenue.
- Performed channel and segment performance analysis to measure revenue contribution, uncover growth opportunities, and flag high-risk low-value customer cohorts impacting profitability.
- Designed reusable SQL datasets and reporting views using CTEs and window functions, reducing manual data preparation effort by ~75% and enabling faster stakeholder reporting.

Data Analysis & Visualization Project (Python)
- Cleaned and transformed 1,300+ customer and campaign records, resolving missing values, duplicates, and outliers using Pandas and NumPy, improving dataset quality by 30%+.
- Performed EDA on 15+ acquisition and engagement features and created 20+ visualizations (funnel, bar, scatter, box, trend plots) using Matplotlib and Seaborn, improving customer trend identification by 25%.
- Applied feature engineering, segmentation, aggregation, and filtering to evaluate channel performance and customer behavior, reducing analysis time by 20% and improving insight accuracy.
- Delivered presentation-ready insights and dashboards with strong data storytelling, enabling cross-functional decision-making for customer growth and acquisition strategy.

Banking Analytics (python & BI)
- Refined and analyzed 5,000+ customer acquisition and transaction records, enabling end-to-end acquisition funnel tracking with 98% data accuracy.
- Evaluated marketing and sales channel performance, identifying high-impact customer segments (top 20%) contributing to 60%+ revenue uplift potential.
- Developed key metrics for customer engagement, acquisition growth, revenue contribution, and retention likelihood, improving business forecasting accuracy by 30%.
- Built interactive Power BI/Tableau dashboards integrating 10+ datasets to track KPIs and campaign trends; adopted by 50+ stakeholders, reducing reporting time by 40%.

Work Experience

Data Analytics Intern – PySpiders

- Processed and structured 5K+ customer, transaction, and campaign datasets using Python, ensuring high data accuracy and consistency.
- Performed analysis to identify customer behavior trends, channel performance KPIs, and growth opportunities, improving insight quality by 25%.
- Built BI reports/dashboards and executed SQL queries (joins, aggregations) to support stakeholder reporting and reduce manual effort by 30%

Education

MCA (Specialization: AI & ML)
LNCT University, Bhopal – 77.7% / CGPA (2023–2025)