# Nayanika Tenneti

Senior Data Analyst & Revenue Analytics Specialist

Senior data analyst and analytics engineer with 6+ years of experience in SaaS and fintech, specialising in revenue analytics, subscription data pipelines, and business intelligence. I build scalable ETL systems, automated migration workflows, and forecasting models that improve financial visibility, accelerate onboarding, and optimise pricing and retention. Known for bridging data engineering with business strategy to drive measurable revenue impact across global teams.

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## TECHNICAL SKILLS

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| **Programming & Data Tools:** | Python • SQL • R Programming • Pandas • Git |
| **Data Engineering & ETL:** | ETL Design • Data Migration • API Integration • Amazon Redshift • Data Quality & RCA |
| **Analytics & BI Tools** | Power BI • Tableau • BI & KPI Reporting • Advanced Excel • Statistical Modeling |
| **Revenue & Product Analytics:** | MRR Forecasting • Churn Analysis • Cohort Analysis • Pricing Analytics |

## EDUCATION

### Master's in Business Analytics and Decision Science
University of Leeds

*09/2023 - 09/2024* — *Leeds, United Kingdom*

### Bachelor's in Electronics and Communication Engineering
GVP College of Engineering

*06/2013 - 06/2017* — *Visakhapatnam, India*

## WORK EXPERIENCE

### Senior Data Analyst - Consultant
Physitrack PLC

*01/2022 - Present* — *United Kingdom(Remote)*

*Role*

- Designed and implemented a scalable CRM-to-Chargebee data migration pipeline using SQL and Python (Pandas, REST APIs), building a reusable ETL framework that reduced manual onboarding by 60% and accelerated go-live timelines across two global subsidiaries.
- Managed database architecture and schema design to standardise critical data fields across systems, ensuring data integrity, accuracy, and interoperability. Automated system updates using Chargebee APIs and Python, and conducted deep-dive audits to resolve data discrepancies, improving overall data migration efficiency by 30%.
- Led MRR forecasting, renewal analytics, and global invoice automation for over 100,000 customers, enhancing financial visibility and streamlining operations. Architected Power BI and Excel dashboards to track KPIs, helping maintain a 15% retention rate and manage over $10 million in monthly recurring revenue.
- Drove revenue growth and strategic pricing decisions by developing a dynamic Excel-based pricing analysis dashboard for leadership. Collaborated with cross-functional teams across customer success, sales, and support, enabling real-time pricing simulations and strategy alignment across multiple subsidiaries.
- Conducted user cohort and LTV analysis using SQL and Excel to monitor churn after pricing changes, informing renewal and messaging strategies. These insights supported a 10% year-over-year revenue increase aligned with company OKRs.

## WORK EXPERIENCE

### Senior Data Migration Engineer
Chargebee

*04/2019 - 01/2022* *Chennai, India*

*Role*

- Managed complex data migration workflows for over 500 global clients, processing 5M+ records by architecting scalable ETL pipelines leveraging Amazon Redshift, SQL, and Python with REST APIs, reducing manual effort by 25% and enabling efficient client onboarding at scale.
- Conducted thorough root cause analysis on migration discrepancies and developed real-time error monitoring dashboards, which improved SLA compliance by 20%, enhanced data accuracy, and minimized post-migration disruptions, significantly boosting customer satisfaction.
- Designed and implemented predictive, data-driven forecasting models alongside differentiated KPIs tailored to businesses, enabling proactive go-live readiness assessments that accelerated implementation timelines by 30 percent and increased customer satisfaction by 15%.
- Drove automation initiatives across migration workflows to eliminate manual intervention, reduce operational risk, and accelerate onboarding turnaround time, especially during high-volume migration cycles.
- Managed and mentored a team of four engineers in the APAC region, optimizing workload distribution and enforcing SLAs, which improved timely delivery of onboarding and migration services by 20 percent for more than 250 clients.
- Trained five junior engineers and over twenty implementation consultants on data migration workflows and quality standards, reducing onboarding time by 40 percent and building a stronger cross-functional migration practice.

### Product Engineer
Mad Street Den(Vue.ai)

*12/2017 - 12/2018* *Chennai, India*

*Role*

- Built large-scale web-scraping pipelines to collect and structure product, image, and category data from multiple e-commerce websites, expanding internal training datasets for AI models.
- Developed a regression testing platform for search, recommendation, and vision models across 4–5 AI products, improving model stability and reducing testing time through semi-automated workflows.
- Performed error analysis on AI-powered features for 7–8 enterprise customers, identifying root causes, proposing model improvements, and supporting product teams with data-driven fixes.
- Analysed large volumes of unstructured text and image data to extract insights and enhance model performance across multiple e-commerce use cases.
- Built usage-monitoring and anomaly-detection dashboards using Kibana and Elasticsearch to track site performance, identify failures, and maintain product health across live customer websites.
- Worked with tools such as Solr, Redshift, Tableau, and Postman to support data-driven QA, search relevance tuning, and API-based validation workflows.

## PROJECTS

### Aspect-Based Sentiment Analysis

- Performed sentiment analysis on 10K customer reviews for vegan and cruelty-free cosmetics, applying Natural Lang uage Processing (NLP) and hybrid models like Support Vector Machines (SVM).
- Identified critical consumer pain points, such as usability challenges and performance gaps, while recognizing material and health benefits as strong influencers of positive sentiment.
- Generated findings aligned with psychological behavioural models (Theory of Planned Behaviour) to predict consumer preferences, supporting research analysis and actionable propositions.

### Regressive Gap Analysis and Documentation

- Developed a data reconciliation model using Python and SQL to standardize records between Recurly and Chargebee. Enabled the migration of over 60 SMEs and 15 enterprise clients, improving data consistency and platform performance.
- Collaborated with the Data Engineering team and customers to extend the project into a scalable migration-ready tool, enabling smoother platform transitions across the product.