

Jessica Kathramalla

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EDUCATION

DePaul University Masters in Information Systems Coursework: AWS, Database Design and Database Management, Business Intelligence, Data Warehousing.	Chicago, IL Sep 2023- Nov 2025
Gokaraju Rangaraju Institute of Engineering and Technology Bachelor of Engineering in Electronics and Communication Coursework: Data Structures, Algorithms, Operating Systems, Object-Oriented Programming.	Hyderabad, India Aug 2016- Oct 2020

TECHNICAL SKILLS & COMPETENCIES

Data & Analytics:	SQL, DAX, Microsoft Excel, Power BI.
Databases & Platforms:	Microsoft SQL Server, MySQL.
Reporting & Collaboration Tools:	SharePoint, MS Teams, Microsoft Office (Word, PowerPoint).
Frameworks & Tools:	Git, Agile/Scrum.
Programming Languages:	Java, C++, C.

DATA ANALYTICS PROJECTS

E-Commerce Funnel & Conversion Optimization Analysis SQL, Power BI Project Link	Jan 2026
<ul style="list-style-type: none">Diagnosed 82,000+ multi-source marketing and transaction records to uncover funnel-stage conversion bottlenecks, identifying a 94.5% cart abandonment rate and estimating \$45K+ in lost quarterly revenue.Engineered reusable SQL pipelines to build session-level funnel and revenue models, improving metric accuracy by 22% and enabling cross-channel performance comparisons.Automated funnel performance reporting in Power BI using optimized data models and DAX measures, improving reporting reliability and reducing manual analysis by 40%, and enabling weekly executive reviews for Growth and Product teams.Delivered channel monetization insights highlighting under-monetized traffic sources, informing UX and marketing optimizations projected to lift checkout completion by 3–5% and annual revenue by \$120K+.	
SaaS Revenue & Retention Analytics SQL, Excel, Power BI Project Link	Dec 2025
<ul style="list-style-type: none">Analyzed 18 months of SaaS subscription and revenue data (6,500+ customers) using SQL trend, cohort, and retention analysis to diagnose declining MRR, identifying 16% churn, 74% NRR, and revenue contraction risk.Built scalable revenue and retention models using SQL an Excel-validated dataset to calculate MRR bridges, expansion, downgrades, and churn, improving metric consistency and reporting accuracy by 20%+.Developed executive-level Power BI dashboards monitoring MRR growth, plan-level performance, and retention KPIs, reducing manual reporting cycles by 40% and enabling data-driven planning for finance and growth leadership.Quantified revenue leakage and pricing concentration (60%+ revenue from Pro tier) and delivered actionable insights that supported retention and upselling strategies projected to protect \$250K+ recurring revenue annually.	

WORK EXPERIENCE

Infosys Ltd Systems Engineer (equivalent to Software Developer)	Hyderabad, India Oct 2021- July 2023
<ul style="list-style-type: none">Delivered stable backend systems for high-budget financial applications by resolving incidents, applying root cause analysis, and implementing preventative measures, resulting in a 25% decrease in system downtime.Developed microservices-based architecture using Java, Spring Boot, and REST APIs, ensuring high system resiliency and improved deployment speed by 20%.Implemented encryption and authentication solutions to strengthen endpoint protection by 30%, safeguarding critical applications and aligning with enterprise cybersecurity protocols.Partnered with cross-functional teams (front-end developers, QA, operations, and product managers) to align project goals, improve system integration, and enhance customer experience.	