

KURAPATI MAHESH



+918186045121 maheshkurapati12@gmail.com linkedin.com/in/kurapati-mahesh Hyderabad, India

SUMMARY

- **Strategic Business Analytics & BI leader** with 9+ years of experience converting complex business problems into data products, insights, and growth decisions across SaaS, music-tech, and analytics businesses.
- Combines **Business Analysis, Product Analytics, BI, Requirements Engineering, and Data Strategy** to influence product, revenue, retention, and operational decisions.
- Built analytics and BA capabilities from the ground up, including **BI infrastructure, KPI frameworks, product telemetry, cohort models, dashboards, and structured delivery practices**.
- Proven impact across **revenue intelligence, churn prediction, product pivots, retention, M&A due diligence, enterprise analytics, and executive reporting**, delivering measurable improvements in cycle time and business outcomes.
- **CBAP-certified** with IIT Madras credential in **Data Science & AI**, complemented by advanced expertise in SQL, Python, Power BI, Metabase, Mixpanel, Redash, GenAI, RAG, and MCP.

EXPERIENCE

Business Intelligence Lead

SITERECON.AI | Hyderabad, India

Jun 2023 - May 2026

- **Revenue Intelligence:** Architected unified MRR analytics across New, Expansion, Contraction, and Churn revenue, reducing reconciliation effort by **60%** and improving executive visibility into revenue leakage.
- **Retention & Churn Analytics:** Developed 12-month cohort models by acquisition channel and plan type, identifying a **23% retention gap** and enabling targeted Customer Success interventions.
- **Product Intelligence:** Implemented Mixpanel usage and feature-adoption analytics to identify at-risk accounts approximately **30 days before billing-based churn signals**.
- **BI Transformation:** Standardized Product/Finance KPI definitions and centralized reporting in Metabase, reducing ad-hoc turnaround and report assembly time by approximately **40%**.
- **AI-Enabled Analytics:** Led GenAI + RAG + MCP reporting workflows and served as BA liaison across Product, Finance, CS and Engineering, aligning analytics delivery with **OKRs and executive priorities**.

Product & Client Analytics Analyst

ADCOUNT TECHNOLOGIES PVT. LTD. | Noida, India

SKILLS

Core Expertise

Business & Product Strategy, Business Intelligence & Data Strategy, Product & Customer Analytics, Requirements & Solution Engineering, Data Analytics & Decision Intelligence, BI Architecture & Dashboarding, Cohort, Retention & Churn Analytics, KPI Frameworks & Performance Management, Stakeholder & Executive Advisory, Agile Product & Delivery Management, GenAI, RAG & MCP Enablement, M&A & Strategic Transformation

EDUCATION

Bachelor of Commerce (Computers)

University of Mysore

2015

CERTIFICATIONS & PROFESSIONAL CREDENTIALS

- **CBAP – Certified Business Analysis Professional** | IIBA via Coursera | 2026
- **Advanced Certificate in Data Science & AI** | IIT Madras | 2022
- **PMP Training** | Master of Project Academy | 2021
- **CSM / CSPO Training** | Master of Project Academy | 2021

📅 Dec 2021 - Apr 2023

- **Product Strategy:** Led market and competitive research across **3 verticals**, providing CEO/CTO decision intelligence for the strategic pivot from inverter SaaS to restaurant POS.
- **Go-to-Market Acceleration:** Led requirements workshops and MVP scoping across Product, Sales and CS, reducing **time-to-first-demo by 3 weeks**.
- **Retention Intelligence:** Built Mixpanel cohort and retention models, identifying Day-14 drop-off and enabling onboarding interventions that improved **90-day retention by 18%**.
- **Executive BI:** Replaced manual Excel reporting with Redash dashboards for CEO, CMO and Product leadership, reducing reporting preparation from **2 days to under 3 hours**.
- **Enterprise Analytics Delivery:** Delivered analytics capabilities for **15+ enterprise clients**, owning stakeholder discovery, wireframes, API specifications, test cases, sprint coordination and functional validation.

Business Analyst

THE JUKEBOX STUDIO | Bangalore, India

📅 Feb 2016 - Oct 2021

- **BA Function Build:** Founded and scaled the Business Analysis practice into a **7-person team**, establishing requirements frameworks, stakeholder processes and structured delivery standards.
- **Product Analytics Foundation:** Introduced Mixpanel event taxonomy, funnel definitions, cohort baselines and retention/churn dashboards, creating the company's first structured analytics layer.
- **Growth & Retention:** Identified behavioural drop-offs and supported targeted interventions that improved **30-day retention by 20%**; pipeline and segmentation analytics contributed to **25% sales growth in 2020-21**.
- **Product & Client Strategy:** Validated product pivots through user feedback, competitive research and usage analytics; delivered BRDs, use cases and process mapping for **3+ white-label deployments**.
- **M&A & Transformation:** Supported **Gaana.com (Times Internet) acquisition** through KPI analysis, reporting and product documentation while reducing promotional/budget approval cycle time by **30%** through structured acceptance criteria and process redesign.

TECHNOLOGY & ANALYTICS

- **BI & Visualization:** Power BI, Metabase, Redash, Tableau, Looker / Google Data Studio, Lightdash
- **Analytics:** SQL, Python, Mixpanel, Cohort Analysis, Funnel Analysis, Retention & Churn Modelling, A/B Testing, Behavioural Segmentation
- **Business Analysis:** BRD/FRD, User Stories, UAT, Process Mapping, Gap Analysis, Requirements Elicitation, Acceptance Criteria
- **Delivery:** Agile/Scrum, Jira, Confluence, Sprint Planning, OKR Alignment
- **AI:** Generative AI, LLMs, RAG, MCP, BMAD Framework
- **Business Platforms:** Salesforce, HubSpot, Zendesk, Stripe, Airtable, ClickUp