

Kalyani Wasave

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Summary

Product and data-driven professional with **7.5+** years of experience in product management, analytics, and strategy, skilled in leading cross-functional teams and driving business growth. Proven ability to identify business opportunities, validate customer pain points, and deliver scalable solutions by leveraging data insights, competitive research, and customer feedback. Currently pursuing a Master of Science in Information Systems with a focus on product, data, and Generative AI innovation.

Education

- Northeastern University** San Jose, USA
 - Master of Science in Information Systems - GPA: 3.86/4.0** January 2024 - December 2025
- Relevant Courses:** Advanced Techniques with LLMs, Applied Machine Learning & Tools, Software Development, Business Analysis, Product & Program Management, Strategic Financial & Managerial Decisions, User Experience & Design Testing
- Merit-based Scholarship:** Selected for the **National Overseas Merit Scholarship** as one of 20 students nationwide.
- MIT Pune** Pune, India
 - Bachelor of Engineering in Electronics and Telecommunications** May 2010 - May 2014

Experience

- Product Management Associate | MillerKnoll | Bangalore, India** February 2020 - December 2023
 - Led **go-to-market strategy** and **product positioning** for **B2B checkout & configuration tools**, partnering with sales, design, and engineering teams to increase conversion by **18%** and reduce setup time by **30%**.
 - Directed **market research**, competitor benchmarking, & customer segmentation using SQL and Tableau to uncover whitespace opportunities, refine MVP scope, and strengthen **product-market fit**, expanding the sales pipeline by 12%.
 - Led cross-functional teams to turn user feedback into **product marketing** initiatives including positioning, messaging, and **GTM campaigns**; applied **A/B testing** to boost adoption by **22%** and generate **\$3M incremental revenue**.
 - Integrated **product analytics, customer usage patterns, and market insights** into **roadmap and pricing strategy**, driving a **15% increase in average order value** and stronger recurring engagement.
- Senior Data Analyst | Datamatics | Navi Mumbai, India** June 2016 - August 2018
 - Improved **repeat purchase rate by 20%** by applying **K-Means clustering** on Amazon & eBay datasets to segment high-value customers and personalize engagement campaigns.
 - Boosted sales by 10% by integrating competitor data and rule-based logic on 5,000+ SKUs, improving visibility and pricing accuracy in marketplace listings.
 - Reduced **costs by 35%** and **inventory by 12%** by designing **SQL queries** and deploying **Tableau dashboards**, while using **Python regression model (scikit-learn)** to improve demand forecasting. —
- Business Strategy Consultant | Reliance Jio | Navi Mumbai, India** February 2015 - May 2016
 - Drove **market penetration strategy** across **15+** densely populated zones, achieving **46% subscriber growth** and accelerating **4G rollout by 28%** through **geospatial data analysis**.
 - Reduced **network downtime by 18%** by building **real-time dashboards** (SQL, Power BI) to monitor **3,500+ telecom towers** and streamline escalation with field teams.
 - Contributed to **\$5M+ quarterly revenue** by launching and scaling **5 prepaid mobile plans**, applying **customer behavior analytics** to optimize pricing and increase subscription conversions.

Academic and Passion Projects

- Founder: E-commerce Business Venture | Website Link** September 2018 - January 2020
 - Launched and scaled Gogetters Goods, an e-commerce venture across DTC and marketplace platforms - expanded catalog to 70+ SKUs, developed trend-driven product lines, and optimized pricing to drive conversion growth. Gained hands-on experience in GTM strategy, customer targeting, and managing brand presence across digital sales channels
- Predicting Student Dropout & Academic Success | Project Link** April 2024
 - Developed **machine learning models** (Decision Tree, Random Forest) on **10 years** of demographic, academic, and financial data, achieving **0.74 F1 score**; enabled universities to **identify at-risk students early** and design effective retention strategies through feature analysis and predictive insights.

Skills

- Programming & Data Tools:** SQL, Python (Pandas, NumPy, scikit-learn), REST API, Tableau, Power BI, Microsoft Excel, Power Query, AWS (S3, EC2, SageMaker)
- AI/ML & Cloud Frameworks:** TensorFlow, PyTorch, Hugging Face Transformers, LangChain, OpenAI API, LLM Fine-Tuning, Prompt Engineering, NLP Libraries (spaCy, NLTK)
- Analytics & Product Tools:** Google Analytics, Amplitude, Mixpanel, HubSpot, Jira, Confluence, Figma, Miro