

# Kalyani Wasave

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Portfolio: [kalyanivasave.github.io](https://kalyanivasave.github.io) | Blog: [medium.com/@kalyani.vasave](https://medium.com/@kalyani.vasave) | GitHub: [github.com/kalyanivasave](https://github.com/kalyanivasave)

## Summary

Product Manager with 7.5+ years of experience building B2B SaaS, analytics, and commerce products across telecom, design, and e-commerce. I've led 0→1 product launches, turned user pain points into scalable features, and driven measurable outcomes including increased conversion, engagement, and \$8M+ in impact. Known for blending data, AI, and user research to ship thoughtful solutions. Currently pursuing an M.S. in Information Systems with a focus on Product, Data, and Generative AI. Now seeking a Product Manager role in fast-paced, innovation-driven teams where product thinking, speed, and impact matter.

## 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.
- University of Pune** Pune, India
  - Bachelor of Engineering in Electronics and Telecommunications** May 2010 - May 2014

## Work Experience

- Product Manager | MillerKnoll | Bangalore, India** February 2020 - December 2023
  - Led go-to-market strategy and product positioning for **B2B checkout and configuration tools**, collaborating with engineering, sales, and design teams to improve alignment, increase conversion by 18%, and reduce setup time by 30%.
  - Directed market research, competitor benchmarking, and customer segmentation using **SQL and GA4** to uncover whitespace opportunities, refine **MVP scope**, and strengthen product-market fit, expanding the sales pipeline by 12%.
  - Led cross-functional teams to translate 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 improving recurring engagement.
- Senior Product Analyst | Datamatics | Navi Mumbai, India** June 2016 - August 2018
  - Improved repeat purchase rate by 20% by applying **K-Means clustering** on Amazon and eBay datasets to segment high-value customers and personalize engagement campaigns.
  - Boosted sales by 10% by integrating competitor data and rule-based logic across 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 implementing a **Python regression model (scikit-learn)** to improve demand forecasting.
- Product Strategy Consultant | Reliance Jio | Navi Mumbai, India** February 2015 - May 2016
  - Spearheaded market entry & growth across 15+ regions, achieving 46% subscriber growth through data-driven insights.
  - Built real-time dashboards (**SQL, Power BI**) to monitor 3,500+ telecom towers, reducing network downtime by 18%.
  - Launched and optimized five prepaid mobile plans, driving **\$5M+ quarterly revenue** through behavioral analytics.

## Projects

- Founder/Product Manager: Gogetters Goods** September 2018 - January 2020
  - Founded and grew a D2C lifestyle brand by identifying demand patterns, defining the brand positioning, and launching a digital storefront with 70+ curated SKUs; owned end-to-end brand, product, and merchandising strategy, led GTM and performance marketing, ran pricing and CRO experiments that improved conversion by 25%, generated \$40,000 in revenue, and strengthened repeat loyalty through retention-focused merchandising and storytelling.
- Predicting Student Dropout & Academic Success**
  - 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 retention strategies.
- SmartDoc: Pre-Visit Summary Tool for Outpatient Physicians**
  - Proposed a rule-based pre-visit summary tool to reduce EHR burden by consolidating key patient data (visit reason, vitals, medications) into a floating view; projected to cut prep time by 25% and improve physician-patient interaction, with roadmap for future NLP and HL7/FHIR integration.

## Skills

- Data & Cloud Technologies:** SQL, Python (Pandas, NumPy, scikit-learn), NLP (spaCy, NLTK), Power BI, Tableau, Microsoft Excel, AWS (S3, EC2, SageMaker), Prompt Engineering, LLM Fine-tuning, OpenAI API.
- Product & Analytics Tools:** JIRA, Confluence, Figma, Miro, Google Analytics (GA4), Mixpanel, Amplitude, Hotjar.