

Kalyani Wasave

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Portfolio: kalyanivasave.github.io | Blog: medium.com/@kalyani.vasave | GitHub: github.com/kalyanivasave

Summary

Product professional 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. Completed an M.S. in Information Systems from Northeastern University (December 2025) focused on Product, Data, and Generative AI. Now seeking a high ownership role in fast-paced, innovation-driven teams where product thinking, speed, and impact matter.

Education

- Northeastern University** Boston, 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 Management Associate | 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.
- Technical Analyst Consultant (Contract) | 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 and launching a digital storefront with 70+ SKUs; owned end-to-end brand 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.
- VoiceCare AI – AI-Native Voice Agent for Dental Practices**
 - Led **0→1 product development** of a **voice-native AI Agent for dental clinics**, defining product strategy and prioritizing features to address **25% revenue leak from missed calls**; implemented **Gemini Multimodal Live API** and drove product-market fit by reducing booking time from **4 minutes to 90 seconds**. Launched with **multilingual support (5 languages)**, HIPAA-sensitive environments, and **CRM integration** to enable 24/7 patient scheduling.
- 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.