

# Kalyani Wasave

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## Summary

**Product Manager & Business Strategist** with **7.5+** years of cross-industry experience spanning **B2B SaaS, analytics,** and product marketing strategies. Skilled in translating data insights and user research into AI-powered solutions that enhance engagement, personalization, and learning outcomes. Proven ability to lead cross-functional teams in defining roadmaps, optimizing **go-to-market execution**, and scaling products through experimentation and measurable impact. 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.
- 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 Tableau** 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%** & 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 Data 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.
- Business Strategy Consultant | Reliance Jio | Navi Mumbai, India** February 2015 - May 2016
  - Spearheaded **market entry and growth strategy** 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: E-commerce Business Venture [Website Link]** September 2018 - January 2020
  - Built and scaled a **D2C e-commerce brand from 0→1**, managing full lifecycle from **market research to GTM and branding**; expanded catalog to **70+ SKUs**, improved conversion by 25%, and strengthened brand loyalty through data-driven storytelling and optimized pricing.
- 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.
- SmartDoc: Pre-Visit Summary Tool for Outpatient Physicians [Project Link]** April 2025
  - Proposed a rule-based pre-visit summary tool to reduce the **EHR burden** of fragmented patient data by consolidating key information (visit reason, vitals, medications) into a floating view, projected to cut prep time by 25% & improve physician-patient interaction; outlined a future roadmap with **NLP**, ML risk scoring, & **EHR integration** (HL7/FHIR).

## Skills

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