

# Lakshmi Prasanna

An aspiring product manager with proven experience in customer lifecycle management and data analytics that drives evidence-based business decision.

## WORK EXPERIENCE

Customer Success Manager

Mar, 2022- Till present

Clarisights | Bangalore

- Conducted over 10 user onboarding via product demos, use-case creation and periodic connections
- Worked across customers from domains such as Fintech, e-Commerce and Supply Chain & Logistics
- Translate direct and indirect feedback, customer requests & product usage insights to behaviours or features to be prioritised and incorporation into the product
- **PRDs (Product Requirement Documents)** for new features, integrations, and other changes in platform behaviour such as addition of multiple data sources for bulk upload values; addition of channel field to bulk upload, etc.
- Analysed user churn trends and work on improving user retention

Consultant (Product Manager)

Aug, 2020 - Mar, 2022

Capgemini | Bangalore

- **Worked as a Product manager of 890** - a marketplace for Data, Insights and Outcome exchange
- **Designed product roadmaps** for sector specific product versions such as energy, sustainability and Human resources.
- Created and onboarded over 50 user cases across sectors product roadshows
- Positioned 890 through co-creation of go-to-market roadmaps with leading technology providers such as AWS and Snowflake **to create collaboration opportunities**
- Designed bespoke end-to-end feature demos, pricing models and marketing collateral for leading media energy and BFSI clients during pre-sales
- **Positioned 890** by ensuring multiple use-cases across the value chain of each sector such as CPRD, Energy, Life Sciences, Sustainability, and Human Resource divisions
- **Led the organisation of CTIO Think-tank**, a weekly connect with CTIO, for ideating on industry problems; connected with leaders and worked on additional cookie projects to achieve the requisite deliverables

Trainee Decision Scientist

Jul, 2015 - Sep, 2016

Mu Sigma | Bangalore

- Assisted the clients in the enhancement of social media standings through monitoring of social listening and engagement KPIs
- Investigated effectiveness of social media campaigns by theme finding and sentiment analysis to garner and implement insights from the output
- **Analysed the key metrics** emanating from the operational performance of clients and suggest actionable insights
- Contributed to the automation of deliverables for a key technology client leading to a **decrease in wait time by 10 days**

## AWARDS & CERTIFICATION

- **Woman of the Quarter award (2021)** for project excellence and being a role model
- **Rising Star (2020)** for exceptional performance as a new recruit
- Digital Product Management: Modern Fundamentals, Darden School of Business (Coursera - 2022)
- Lean Six Sigma Green Belt (2018)
- Agile Software Development, University of Minnesota (Coursera -2021)



## CONTACT ME



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## EDUCATION

**Product Management**

2022

Upraised

- [Improve user retention through feature improvement of YouTube](#) [Watch later](#)
- [Improve user experience of users purchasing smartphones on amazon](#) [via exchange](#)

**MBA**

2018 - 2020

**XIMB**

- Marketing, Operations & Systems
- Student Executive Council

**BE**

2011 - 2015

**Dayananda Sagar College of Engineering**

## SKILLS

Product Management  
Project Management  
Power BI  
SQL  
Data Analytics  
Microsoft Office