

PRARTHANA DALAI

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PROFESSIONAL SUMMARY

Product Manager with 5+ years building B2B SaaS products across FMCG, enterprise software, and distribution tech — from business analysis roots to owning full product lifecycles. Spearheaded a 0-to-1 Distributor Management System now live with Coca-Cola and Cavin Kare, driving 30–40% operational efficiency gains. Adept at translating ambiguous market problems into structured roadmaps, leading cross-functional teams, and shipping products that create measurable business impact. Actively building AI-powered product prototypes and published case studies demonstrating applied product thinking across B2B, D2C, and consumer domains.

PROFESSIONAL EXPERIENCE

Salescode.ai | Gurgaon, India

Associate Product Manager

Apr 2025 – Feb 2026

Product Development

- Built and launched a **0-to-1 Distributor Management System (DMS)** — led vision, MVP scope, PRDs, and delivery
- Onboarded **200–300+ distributors** across Coca-Cola, Cavin Kare, Nilne, and App Passeo — orders, schemes, and reporting
- Delivered **30–35% reduction in manual order tracking** and **40% improvement in sales visibility** via user-centred design
- Ran 20+ distributor and stakeholder interviews to surface legacy DMS gaps and shape differentiated product capabilities
- Defined north-star metrics and OKRs across the DMS, aligning cross-functional teams to shared sprint goals
- Owned AI/ML roadmap: outlet attrition prediction, demand forecasting, and sales insight dashboards

Achievements

- Promoted to APM within **12 months** — recognised for end-to-end ownership and cross-functional leadership excellence
- Awarded Founder's Choice High Impact (2025) and Special Recognition – Product (2024)

Associate Product Lead

Jan 2024 – Mar 2025

- Launched SFA incentive workflows driving a **3.1% uplift in average order value** across enterprise sales teams
- Led React-to-Flutter migration of Sub-Stockist App — boosted adoption by **29% across 500–800 field users**
- Built in-house analytics module enabling **2x faster KPI reporting** for ~2 lakh retailers, eliminating third-party tooling costs
- Reduced feature cycle time by ~20% through structured sprint ceremonies and tighter BA–Engineering handoffs
- Managed delivery across SFA, eB2B, and analytics platforms; authored PRDs, user stories, and acceptance criteria

Taazaa Inc | Remote — US Clients

Business Analyst

Aug 2021 – Dec 2022

- Improved sprint predictability by **20–25%** and cut rework by **30%** through stakeholder alignment, leading teams of 8–12
- Authored 40+ Jira user stories per project, enabling engineering teams to ship complex B2B features with high precision
- Delivered **100% on-time milestone completion** across all engagements, resolving 90%+ of blockers within sprint cycles

Applicate AI Solutions | Bhubaneswar, India

Business Analyst

Jul 2019 – Jul 2021

- Delivered BRDs, SRS, and wireframes for B2B platforms for **Reckitt, ITC, Ambuja, Dr. Lal PathLabs, Relaxo, and LVMH**
- Built products serving **50,000+ end users** across FMCG, healthcare, and luxury retail verticals

EDUCATION

MSc Software Project Management — Royal Holloway, University of London

2023 – 2024

BTech Computer Science — C.V. Raman College of Engineering

2015 – 2019

AWARDS & RECOGNITION

Founder's Choice High Impact (2025) • Special Recognition – Product (2024) • Most Significant UI Improvement (2021) • Best Project Delivery – BA (2020) • Rockstar BA (2020)

SKILLS & CERTIFICATIONS

Product: 0-to-1 Development • AI Product Management • Roadmap Planning • Customer Discovery • User Research • A/B Testing

Tools: Jira • Confluence • Figma • Adobe XD • SQL • Agile/Scrum • Certified ScrumMaster (CSM) • Agile Product Owner Certified