



HELLO,

# I'm Kannan Dashna

Data Enthusiast & Analytics Product Manager

Data-Driven Product Manager with a demonstrated ability to deliver valuable insights via data analytics and data-driven Storyteller. Relied on as a key advisor in driving global, multibillion-dollar growth; gains in customer loyalty; and record setting profit improvements.

Google Analytics 360

Qlik Sense

SAS

BigQuery

Spark

Adobe Marketing Cloud

CleverTap

Adobe Creative suite

AWS

Heap

Amplitude

AppAnnie

Mixpanel

SPECIALIZATION

Product Operations

- Customer Research & Insights
- Business Case Analysis
- Product Roadmap & Backlog
- Market Sensing & Prioritization
- User Experience Driven
- Release Planning
- Product Launch & Success stories

Data Science

- Predictive Modeling
- Decision Analytics
- KPI Dashboards & BPI Plans
- Business Intelligence & DWH
- Data Mining & Visualization
- ML & Modelling
- Statistical & Exploratory Analysis

Project Management

- Stakeholder Managmenet
- Agile Project Planning & Control
- Budget & Risk Management
- Problem Solving & Negotiation
- Quality Control & Automation
- Resource & Asset Management
- Reviews, reporting & evaluations

ASSOCIATIONS

WORK TIMELINE

**Channel Manager - Digital Experience**

Ooredoo Qatar | iHorizons

April 2019 to till date

**Digital Marketing Manager**

Kanjoe Webservices

Mar 2011 – Mar 2015

**SEO & SEM Specialist**

India Markets

Feb 2008 – Jan 2009

**Associate Manager - Digital**

Bioplus Lifesciences

Mar 2015 to Mar 2018

**Digital Marketing – Team coordinator**

Theorem Inc

Feb 2009 – Mar 2011

**SEO & SEM Executive**

Maintec Technologies

May 2006 – Jan 2008

Tools

**Skills**

AMP/PWA, Web & Mobile Product Development, A/B Manual & Automated Testing, Hypothesis Testing, Vendor management, Angular, ReactJS, C#, Java, JQuery, HTML5, CSS, .Net