Kannan K R
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- 12 years of IT experience, spanning across 3 domains with expertise in multiple roles including Business Analyst, Data Analyst, Automation Engineer, Team Lead and Digital Marketing Specialist.
- Latest Assignment: Team Lead/ Techno Functional Consultant
- Experience in operational process strategy and optimization, client collaboration, requirements gathering and analysis, data analysis and charting, Digital marketing, attribution, preparation of user stories and use cases, UAT, Sprint backlog planning and estimation, requirement prioritization, maintenance and change management.
- **Tools**: JIRA, Aginity, Toad, SQL workbench, MS Excel, MS Visio (beginner), Tableau (beginner), Google Analytics and GoogleAds
- **Technologies**: OLTP data stores, data warehouses, OLAP Cubes, Data Modeling, UML
  Data Processing: ETL (Ab-Initio), SQL, PL/SQL, Hive
  Scripting: shell, PERL, python
  Web Technologies: XSJS (SAP HANA proprietary), Node.JS & Express, XML and JSON
  Databases: MPP (Netezza)**,** Row-based (Oracle, Postgres), Column-based (SAP HANA, AWS Redshift), In-memory (SAP HANA) and Distributed (Hadoop)
  Configuration: Git, SVN, YAML
  Data Visualization: Tableau
  AWS: Server-less Architecture, CFN, Lambda, EC2, SQS, S3, DynamoDB, Redshift, IAM, VPC/ Subnetting
- **Domains**: Digital Marketing, Retail and Telecom
- **Certifications**: **AWS** Certified Solutions Architect – Associate

PROFESSIONAL EXPERIENCE

Visual-IQ, Inc – Techno Functional Consultant/ Team Lead   (Jul 2013 - Nov 2018)
- Collaborate and analyze data on marketing activities of clients to arrive at attribution and marketing plan
- Provide guidance on Digital Ad tracking, Google Analytics, GoogleAds and multi-channel attribution
- Plan and prioritize deliverables, work with product team to conceptualize the client needs to derive consumer conversion statistics and marketing investment plan.
- Provide internal product reviews and feedback, SPOC for client queries on data, reports or clarifications
- Analyze internal data reports derived out of client data and help clients in business decision making
- Define business rules for data analysis and reporting, actively guide client on self service solutions
- Provide recommendations to clients on digital marketing investments
- Mentoring interns and new-comers

SAP Labs India – Specialist Programmer/ Analyst   (Apr 2012 - Jul 2013)
- Scope of the project included, migration of *'store.sap.com'* from the traditional ByD platform to HANA, which is an analytical data platform
- Collect the functional requirements of the existing store and documenting it
- Creating wireframes of UI
- Creating PoC of APIs which power the UI
- Giving demos to the stake holders
- Interaction with the SAP HANA product team for providing feedbacks and to share information about new or expected features and behavior of the product
- Giving sessions to the team on basics of data bases and data storage technologies

Tata Consultancy Services – Analyst   (Jun 2010 - Apr 2012)
- Part of the team which created an RTSC solution for UK based retailer, Sainsbury's.

- Our platform was aimed to make the supply chain process real-time (RTSC) which would in-turn reduce the wastage of perishable / food items in the stores.
- Gathering and analyzing requirements from client through daily calls
- Designing solution, and developing design and pseudo-code in SQL
- Providing data walkthrough, using macro enabled MS Excel
- Testing the individual modules and integrations
- Giving sessions to new-comers to the industry on databases and programming fundamentals

Infosys Technologies Ltd – Software Engineer   (Aug 2006 - Sep 2009)
- Worked on the OSS NetRep (Network Reporting) platform of British Telecom.
- Our application, NRAT – Network Reporting and Admin Tool, was a combination of ETL and reporting UI.
- Needed to talk to the client for understanding the new implementations in their OSS (operations support systems) and design the ETL (data flow) for the NRAT.
- Impact analysis for the implementation of new features and change requests on this application were part of daily job
- Creating plans on reconciliation of new features on to the existing branch and prioritizing then were challenging

ACADEMICS

Degree	University/ Board	Year	Score
B.Tech	Cochin University of Science And Technology, Kerala	2002 - 2006	71%
12th	State Board for Higher Secondary Exams, Kerala	2000 - 2002	82%
10th	SSLC, State Board, Kerala	2000	83%

AWARDS & RECOGNITIONS
- ❖ Visual-IQ: Star of the Quarter – Jun 2016, Jun 2017
- ❖ Visual-IQ: Star of the Month – Aug 2014
- ❖ Visual-IQ: 3 spot awards for critical issue resolutions and functional consultations on priority
- ❖ Visual-IQ: Nominated twice for Yearly Oscars
- ❖ Tata Consultancy Services: Acknowledged by Learning and Development team for volunteering and taking technical sessions for new comers to the industry.