



HELLO,

I'm Kannan Dashna

Analytics, AI, and Product Leadership Enthusiast

Strategic leader with expertise in harnessing data-driven insights to guide decision-making and deliver impactful solutions. Skilled in managing end-to-end product lifecycles, fostering cross-functional collaboration, and driving innovation that accelerates growth. Passionate about leveraging analytics, AI, and machine learning to empower teams and create products that exceed performance benchmarks while meeting dynamic market demands.

TOOLS MASTERY



WORK TIMELINE

● E-Commerce Analytics and Tracking Manager

Tennis-Point/SIGNA Sports United GmbH - Dec 2022 to Oct 2024

- Spearheaded analytics and BigQuery implementation, acting as the primary point of contact for web data acquisition and key projects, including GA4 360 Migration, Server-side Tagging, and CDP integration, across 80+ online sites serving over 6 million global customers.
- Designed & implemented tagging architecture aligned with business goals, leveraging Tableau to create dynamic dashboards & actionable insights for teams.
- Partnered with cross-functional Data and Engineering teams to implement scalable data solutions and optimize the marketing technology stack for enhanced operational efficiency while leading a team of 7 Data analysts.
- Delivered strategic data-driven recommendations and insights for Tennis-Point and other SIGNA brands, contributing to e-commerce growth and improved customer engagement/behavior through Cohort & Retention Analysis using SQL In BigQuery
- Developed & implemented innovative strategies to enhance the online customer experience, leading to increased customer satisfaction and loyalty.
- Key Projects: Tennis-Point (all countries), Internet Store Group (all brands and countries), Outfitter.de, Ballside.com, Probikeshop (all countries) and TennisPro (all countries)

● Channel Manager - Digital Experience

Ooredoo Qatar | iHorizons - April 2019 to March 2022

- Led the creation of product analytics roadmaps in alignment with design, engineering, customer experience, and product teams, driving data-informed product decisions with a team of 5 product analysts.
- Enhanced customer engagement through data-driven insights into user behaviors across mobile, web, and digital applications, while

SPECIALIZATION

Product Analytics

- User Engagement
- Behavioural Analytics
- Promoter Analytics
- Business Analysis
- Product & Marketing strategy
- Customer & Market Research
- Data Driven Decision

Data Analytics

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

Product Operations

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

optimizing digital marketing campaigns and growth strategies.

- Built and maintained analytics frameworks, integrating analytical tools to deliver a seamless digital transformation across 5 countries, leading to successful retail media campaigns that served over 107 million users.
- Used SQL in BigQuery to conduct cohort and retention analysis, tracking customer behavior and delivering actionable insights to support strategic product analysis and decision-making.
- Strategically developed advanced dynamic reports using Data Studio, Tableau, and Power BI, alongside creating KPI dashboards and reporting systems to monitor end-to-end customer journeys and enable real-time analysis of eCommerce platform performance.
- Leveraged advanced analytics and reporting to improve decision-making, optimize marketing spend, and contribute to increased ROI.

Associate Manager - Digital & Product Analytics

Bioplus Lifesciences - Mar 2015 to Mar 2018

Responsible to build new department with accountability for product innovation, Data & Analytics, Digital Marketing Strategy and Operations. Key responsibility was to implement and integrate analytics tools (Google, Adobe, etc), Tableau dashboards and process as part of the digital transformation initiative. Leveraged Tableau to deliver real-time, user-friendly reports that empowered decision-making and enhanced data-driven strategies across operations.

Digital Marketing & Data Analytics Consultant

Independent Consultant - Mar 2011 to Mar 2015

Built team from the ground up of 18 and managed annual project billings of approximately \$2M with client base of 40+ small to mid-size businesses. Responsible for providing digital services to various clients based out of US, UK, Singapore, Australia, UAE, Germany, India, etc... The core service includes Analytics implementation & reporting using Google analytics, Paid campaign management, Marketing research, Growth marketing, Business analysis & consultation, other digital marketing services.

Digital Marketing – Search Lead

Theorem Inc - Feb 2009 to Mar 2011

Accountable for improving performance based on Google Analytics insights, reducing errors and driving revenue gains. Managed clients' marketing plans, developed strategies to optimize results and improve ROI. Led team of 15 and Million dollar budget campaigns. Drove 69% increase in online sales for automotive client after leading cross-functional team to assess and revamp website. Client was able to reduce marketing costs 47% as a result of this success.

Digital Marketing & Analytics

India Markets - Feb 2008 to Jan 2009

Digital Marketing Executive

Maintec Technologies - May 2006 to Jan 2008

Project Management

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

CERTIFICATIONS



SKILLS

AMP/PWA, Web & Mobile Product Development, A/B Manual & Automated Testing, Hypothesis Testing, Vendor management, SQL, Python, ReactJS, Javascript, JQuery, HTML5, CSS.

EDUCATION

PG Diploma in Data Science

IIIT Bangalore
(2018 – 2019)

M.Sc. in Computer Science & Technology

University of Madras
(2001 - 2006)