

# Daniil Grachev

## Digital Analytics & Insights Specialist

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**Seasoned Digital Analytics & Insights Specialist** with a strong foundation in tracking and analytics. A decade of experience driving impactful product changes.

**Proven track record in working in cross-functional teams**, developing user-centered product strategies, and optimizing growth through data-informed decision-making.

**Expertise in experimentation, growth analytics, and reporting**, with a focus on building products that deliver measurable user value and business impact.

### Technology stack and skills

**Analytics & Product Growth:** A/B Testing, Funnel Analysis, Cohort Retention, LTV Modeling

**Data & Engineering:** SQL (BigQuery, PostgreSQL), Python (Pandas, Airflow), AWS, DBT, Google Tag Manager

**Visualization & Reporting:** Tableau, Looker, Power BI, Superset

## EXPERIENCE

### Business & Digital Analytics Consultant

11.2022 - current

Consulting different companies on Product, Data, and Growth. Key projects:

**Refocus** - #1 Educational Startup by Product Hunt. EdTech startup with an international team focused on the Philippines and Indonesia;

- Implemented End-to-End analytics: from advertisements or calls to passing exams and credit payments;
- Embedded Analytical department into business processes to unify and structure data and metrics usage across Refocus;

**MAËLYS** - Personal Care Product Manufacturing

- Set up End-to-End web analytics;
- Optimized purchase funnel;

**Tango** - Live Streaming App, 500 million MAU Worldwide

- Rebuilt business analytics team from scratch;
- Created analytics and data structure for the gaming platform;
- Set up AI monitoring processes, decreasing average PI cost by 12%;

### Staff Product Analyst - Advertising - [VK](#)

07.2021 - 11.2022

VK & MyTarget advertising platform - one of the biggest platforms in the EMEA region with more than 50 million MAU.

- Set up analytics and data structure for a new advertising platform;
- Created an ensemble of metrics focused on various aspects of the quality of traffic, increasing selected feature usage by 80%;

- Implemented user-level analytics to be able to calculate the effectiveness of advertising across all platforms and partner sites, decreasing client churn by 20%;

### **Senior Marketing Analyst - Yango**

**02.2020 - 06.2021**

Yango (Yandex) Mediaservices - a division focused on subscription services with over 30 million active subscribers.

- Implemented a structured approach for promo code tracking, taking into account LTV and Usage of different products within the subscription ecosystem, boosting promocode ROI by 30%;
- Set up mechanics for working with CPA networks and preventing fraud, increasing conversions by 300%;
- Developed an attribution tool to attribute usage (listening, streaming, etc) within the ecosystem to marketing sources;
- Integrated data from various services within Yandex (Taxi, Market, etc), enabling the launch of cross-service projects;

### **Senior Data Analyst - OMD**

**09.2015 - 04.2020**

OMD - the world's largest media network with 13,000 experts in 120 markets.

- Developing and supporting analytical B2B SaaS products, doubling our department revenue in 6 months:
  - User Journey & Behaviour Map for dynamic retargeting with DCO;
  - Trigger Communications based on brand reactions;
  - Insights tracking and Brand Context ;
- Built a Flu-prediction product that was successfully implemented across Russia for Pharma companies.

## **EDUCATION**

### **Higher School of Economics**

**2011 - 2018**

B.Sc. & M.Sc. in Computational Linguistics

### **Languages:**

English - Fluent; Danish - Beginner