Daniil Grachev

Senior Data Analyst

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Seasoned Data Analyst with a strong foundation in data analytics and AI applications with nearly 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

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

EXPERIENCE

Growth & Marketing Analytics Advisor - Self-Employed   11.2022 - current

Israel

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;

Elly Analytics - Marketing analytics as a service & AI marketing advisor

- Set up dozens of End-to-End analytical funnels;
- Prepared Data for AI processing;
- Organized test process for an AI data Agent;

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 - AdTech - VK (Relocation to Israel)   07.2021 - 11.2022

Moscow - Israel

(remote)

VK (Mail.ru) & 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**

Moscow

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**

Moscow

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:
  o   User Journey & Behaviour Map for dynamic retargeting with DCO;
  o   Trigger Communications based on brand reactions;
  o   Insights tracking and Brand Context ;
● Built a Flu-prediction product that was successfully implemented across Russia for Pharma companies.

EDUCATION

Higher School of Economics   **Moscow, Russia**

B.Sc. & M.Sc. in Computational Linguistics   2011 - 2018

Languages:

English - Fluent; Russian - Native; Hebrew - Beginner