Daniil Grachev

Senior Insights & Analytics Manager
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I'm applying for this role because it's a very natural next step for me, combining analytics leadership with real hands-on work.

For the past 10 years, I've been building and leading analytics teams that work closely with growth, product, and finance leaders to understand performance, spot issues early, and turn data into clear actions.

I enjoy setting a direction for data and reporting, then actually making it work in practice - from the data foundations to the insights people rely on day to day.

I've spent a lot of time working with subscription businesses, market dynamics, and competitive signals, not just internal KPIs.

Domain leadership and a hands-on approach are something I genuinely enjoy, especially in environments where analytics needs to be practical, trusted, and widely used.

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 (Head of Analytics) - #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 (Analytics Consultant)- Personal Care Product Manufacturing

● Set up End-to-End web analytics;

● Optimized purchase funnel;

Tango (Head of Business Analytics) - 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 **(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%;

Analytics Team Lead - Y [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 & UiT The Arctic University of Norway   **Moscow, Russia**

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

Languages:

English - Fluent; Russian - Native; Hebrew - Beginner