

Amir Omarov

Head of Analytics | Director of Analytics | Head of Data & BI | Chief Data Officer

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PROFESSIONAL SUMMARY

Senior Data & Analytics Leader with 15+ years of experience building enterprise-scale analytics functions across multiple industries (telecom, e-commerce, mobile gaming, iGaming, IT services). Proven track record of scaling teams (15+ FTE), owning data strategy and roadmap, and delivering measurable business impact through BI ecosystems, data governance, product analytics, predictive analytics, and data-driven decision-making. Experienced in both permanent leadership and fractional engagements, taking greenfield analytics functions from audit through target warehouse architecture to a costed delivery roadmap. Expert in translating complex analytics into actionable insights that influence C-level strategy.

CORE COMPETENCIES

- **Data Strategy & Leadership:** Data strategy, roadmap ownership, team building, cross-functional collaboration, P&L ownership, OKR/KPI systems, stakeholder management, data-driven culture
- **Data Governance & Quality:** Data governance, data quality, tracking accuracy, single source of truth, data modeling, data warehousing, auditable analytics, identity resolution, consent/CMP policy, GDPR-aligned tracking
- **Analytics Infrastructure:** Tableau, Power BI, Looker, Superset, Google Data Studio, Airflow, BigQuery, AWS (Athena), GCP, SQL (PostgreSQL, MySQL), Python, R, dbt, ETL/ELT data pipelines
- **Product & Growth Analytics:** Amplitude, Mixpanel, AppsFlyer, GA4, Firebase, funnel analysis, retention/cohort analysis, A/B testing frameworks, attribution modeling
- **Advanced Analytics:** Experimentation design, ML/AI integration, econometric modeling, predictive analytics, forecasting, customer segmentation, LLM-powered analytics, self-service analytics
- **Domain Expertise:** iGaming analytics, player LTV, GGR/NGR modeling, revenue analytics, marketing mix modeling, pricing elasticity, anomaly/fraud detection, affiliate & partner data integration
- **Languages:** Ukrainian (native), Russian (native), English (fluent)

KEY ACHIEVEMENTS

- Built an internal analytics team of 15+ and delivered \$150K in annual vendor and tooling savings through consolidation and insourcing.
- Reduced manual reporting effort by 50% through automated dashboards and LLM-based analytics assistants.
- Built financial-transaction anomaly detection to support risk monitoring.

PROFESSIONAL EXPERIENCE



Fractional Head of Data & Analytics | Independent Consulting | Jul 2026 - Present

- Engaged to build an analytics function from the ground up, with reporting fragmented across point tools and no owned data platform.
- Audited the full data estate - web and search analytics, tag management, application event logs and third-party conversion tracking - surfacing silent data-collection outages with no alerting and attribution defects capable of shifting conversions and revenue into the wrong funnel stages and reporting periods.
- Designed the target data warehouse architecture across raw, staging and mart layers, keeping business logic in the warehouse so reporting survives a BI migration without reimplementing.
- Specified a versioned identity graph with per-edge provenance and validity windows, enabling end-to-end attribution from landing page through to revenue.
- Authored the metric tree and metric registry as the single source of truth, plus dashboard specifications across executive, marketing, funnel, revenue and cohort reporting.
- Defined GEO-specific consent and CMP requirements jointly with Legal and Engineering, including a no-PII-in-analytics rule and an agreed acceptable loss of analytics coverage.
- Delivered a phased roadmap with sequencing, dependencies, RACI across analytics, engineering, commercial and legal.



Head of Analytics | The WhyKingz | Sep 2022 - Apr 2026

- Built and scaled a centralized analytics function (10+ team members) supporting B2B and B2C business units across product, marketing, and operations.
- Developed a company-wide KPI framework aligned with quarterly OKRs, driving cross-departmental accountability and a single source of truth for leadership.
- Automated executive dashboards and deployed LLM-based analytics assistants, reducing manual reporting effort by 50%.
- Integrated ML customer segmentation for call center operations, improving first-contact resolution by 18% and reducing average handling time.
- Led adoption of a self-service analytics culture through training and data literacy initiatives, empowering 50+ stakeholders to answer their own questions.

Head of Business Intelligence | SKELAR | Jun 2022 - Sep 2022

- Led the evaluation and optimization of the BI system, significantly improving data accuracy and visualization.
- Developed a strategic plan for integrating BI into core business processes, improving decision-making across departments.
- Managed the BI budget, ensuring efficient resource allocation and operational effectiveness.

Head of Analytics | Parimatch Ukraine | Jun 2021 - May 2022

- Built an internal team of 15+ analysts and data engineers. Consolidated vendors and tooling, delivering \$150K in annual savings.
- Designed and implemented end-to-end product and marketing analytics infrastructure from scratch, enabling real-time decision-making across web, mobile, and backend.
- Delivered deep funnel analysis to identify bottlenecks in the deposit conversion journey.
- Established data governance standards and tracking accuracy protocols across web, mobile, and backend platforms.
- Built iGaming-specific analytics frameworks: player LTV, GGR/NGR modeling, bonus abuse detection, and real-time event tracking.

Product Analytics Team Lead | Whaleapp | Dec 2019 - Jun 2021

- Managed cross-functional analytics and data science teams across a mobile gaming portfolio generating 5M+ MAU.
- Built a comprehensive analytics suite for the flagship mobile game (1M+ downloads), covering acquisition, engagement, and monetization.
- Applied econometric balance models to 80% of live projects, ensuring rigorous A/B test validity and reducing false positives.
- Created unified cross-game dashboards tracking feature usage, retention cohorts, and LTV metrics, enabling portfolio-level optimization.

Head of Product Analytics | Kyivstar (Leading Telecom) | Jul 2019 - Dec 2019

- Led product analytics for a 20M+ subscriber base, optimizing multi-channel attribution and mobile app tracking.
- Built and validated dynamic attribution models combining Firebase, AppsFlyer, and Google Analytics data, improving marketing ROI by 15%.
- Conducted cross-channel user journey analysis identifying high-value touchpoints and optimizing acquisition spend allocation.

R&D Team Lead | TRIONIKA | Sep 2017 - Jul 2019

- Executed 40+ A/B tests and gamification experiments in agile squads, driving product innovation and engagement.
- Launched personalized loyalty mechanics based on behavioral segments, increasing customer LTV by 9%.
- Conducted pricing elasticity testing that improved ARPU by 10% while maintaining customer satisfaction.

Senior Web Analyst | Citrus | Jun 2017 - Sep 2017

- Developed ROPO models and custom recommender systems, boosting average order value by 5%.

Digital Analyst | OWOX BI | Jun 2015 - May 2017

- Led Google Analytics implementations and co-developed an assisted conversion model in partnership with the Google team.

Data Analyst | PrivatBank | Feb 2010 - May 2015

- Automated reporting (80% less manual work) and built anomaly detection for financial transactions.

TEACHING

Course Author & Lead Instructor | iGamingEducation.io | Aug 2026 - Present

- 13-week, 11-module Analytics in iGaming curriculum covering the operator metric map, SQL on an operator schema, the full player lifecycle, risk analytics, A/B testing and dashboard design.

Guest Lecturer | iGamingEducation.io | Jul 2026 - Present

- Analytics module of a 12-week Product Management in iGaming programme - operator metrics, AI-assisted dashboarding and anomaly detection, and how product managers should scope work to data teams.

EDUCATION

Bachelor of Science in Computer and Information Science | Dnipro University of Technology | 2003 - 2009