

VBIA DATA PLATFORM

collaboration flow



Teams in VBIA scope

VBET

Reporting

- LTV Framework
- Reporting Framework
- P&L Report
- ROMI/ROI Report
- Segmentation models

Core Data

- Player 360
- Data models for segmentation
- Metrics Library
- Bonus Analysis

Streaming

- Central Event Processing Data Framework
- Business monitoring
- Operational Real Time data

Web Data

- unified ROMI/CAC tracking, campaign efficiency
- behavioral data
- spend vs. value optimization

Player 360 & Extended metrics library

Marketing & Acquisition 📈 ROMI/CAC tracking

CRM 🎯 optimize channels 📩 personalize campaigns

📢 improve communications 📈 bonuses monitoring and management

Player Economics & LTV 💰 segmented LTV model 💰 over acquisition costs control

What We Aim to Solve

New Dashboards



Addressing requests for new, custom-built reporting views and analytical dashboards.

Fixes



Resolving technical issues, bugs, and ensuring system stability and data accuracy.

New KPIs or Data



Implementing new performance metrics, data points, and expanding data availability.

What We Aim to Solve



Communication & Requirements

- Excessive time spent on back-and-forth communication
- Loss of important requirements



Visibility & Timelines

- Lack of direct visibility into the task
- Unclear timelines



Contacts & Uncertainty

- Uncertainty about who to contact person/points

Our Steps Toward Improvement



Structured by Clear Functional Domains.

Teams organized for specialized focus.



Aligned Around Unified Strategic Goals.

Supporting company objectives.



Standardized & Consistent Workflow.

Introduced for all task types.



Cross-Functional Expertise.

Engineering, Analytics, & Business in each team.



Single Communication Point.

Dedicated Project Manager for every team.

VBIA DP STRUCTURE



VBIA DP

**ARCHITECTURE
UNIT**

ensures cross-team alignment, architectural quality, and framework evolution



WEB DATA



REPORTING



CORE DATA



STREAMING

4 core teams
delivering key
business outcomes

COMMUNICATION POINTS

Anastasiia Panchenko



Oleksii Kolosov



Igor Grygorenko



Anastasiia Panchenko



HQ & Regional Teams

Communication points



WEB DATA

Project Manager - Anastasiia Panchenko @anastasiia.panchenko

Web Data team chat - channel for communication regarding ongoing tasks and clarifications.

Team scope: marketing and acquisition tracking, funnel analytics, event tracking, attribution, marketing dashboards, and data validation for web and app user journeys.



REPORTING

Project Manager - Oleksii Kolosov @oleksii.kolosov

Basic Report Pack - channel for communication regarding reports, dashboards.

Team scope: new Dashboards or change logic for the existing one, ad-hoc analysis, tasks related to the generation and reporting to regulators at the regional level.



STREAMING

Project Manager - Anastasiia Panchenko @anastasiia.panchenko

Streaming data requests - channel for communication regarding ongoing tasks and clarifications.

Team scope: real-time data processing, business monitoring, alerts, anomaly detection, and operational or financial incidents that require immediate reaction.



CORE DATA

Project Manager - Igor Grygorenko @igor.grygorenko

Team scope: tasks focused on improving data quality and completeness, as well as metric standardization and unification.

If you're not in the relevant channel, please reach out to the project manager of the team you're working with.

MONTHLY PROCESS

BI-WEEKLY SCRUM PROCESS 2 week=1sprint

GATHERING REQUESTS



- creating tickets in the backlog
- filling the requirements for a task according to the template

TICKETS REFINEMENT



- discussing implementation details, estimating tickets

PLANNING



- discussing the results and challenges of the previous 2 week
- Planning for the next week

HARD WORK



- working with requests

ROLL-OUT



- Roll-out sessions about new dashboards for each regions and Product team

DEMO



- Each 3rd week - Demo of monthly results.

Communication points



Project
Manager



Project Jira Board
- VBIA Requests



Requests
Panda chat



Roll-out and
Demo sessions



Public place for
documentation and
demo materials

The Foundation of Success: Aligning on the Request



Building the Foundation

For accurate planning and predictable delivery, it is essential to complete the first four stages of the process. These steps are the **foundation of success**, which is why they are so important.



Achieving Full Alignment

This is where we must achieve **full alignment**, and where the **greatest effort** is required from both sides.

How to work with the VBIA Requests board

Description of Fields and Their Meaning



1. Business Objective



2. Priority



3. Department (Division)



4. Main Stakeholders (Unit)



5. Responsible Person (Reviewer)



6. Description



7. Acceptance Criteria

- Dashboard Configuration
- List of KPIs (metrics, based on ML)
- Data Granularity
- Filters
- Data Refresh Frequency

**Thank you for your time
and attention today.**

