

# Chief Transformation Officer

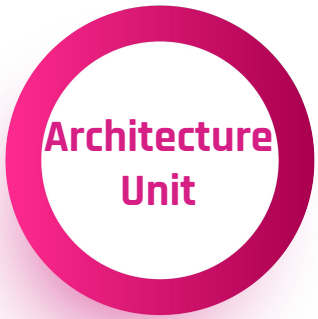
- **Dmytro Fedyukov**

- **Head of BI**

- **Astghik Gazaryan**

- **Program Manager**

- **Lesia Vilinska**



- **Reporting**

- Standardised reporting and business insights
- Single point of entry for analytics in the company
- Metrics, P&L, ROMI/ROI, LTV
- Supporting decisions for top management and teams

- **Contact persons:**

- Business Lead Mykyta Tolok
- Tech Lead Sergii Dekhtiarenko
- PM Oleksii Kolosov

- **Web Data**

- Behavioural and marketing data
- Web analytics, campaigns, traffic efficiency
- CAC, ROMI, cost optimisation
- Data for marketing and product

- **Contact persons:**

- Business Lead Karen Azatyan
- Tech Lead Oleksii Shevchenko
- PM Anastasiia Panchenko

- **Streaming Data**

- Real-time events and data
- Business monitoring and alerts
- Rapid response to changes and risks
- Support for quick decisions

- **Contact persons:**

- Business Lead Volodymyr Riabukha
- Tech Lead Oleksii Vovchenko
- PM Anastasiia Panchenko

- **Core Data**

- Player 360
- Basic data models and segmentation
- Data as the foundation for all analytics

- **Contact persons:**

- Business Lead Astghik Gazaryan
- Tech Lead Denys Yefimov
- PM Igor Grigorenko

- Architectural integrity of the platform
- Scalability and stability of delivery
- Coordination of decisions between teams

- **Contact persons:**

- Data Platform Architect Alex Scherbak
- Program Manager Lesia Vilinska