Amir Omarov

Head of Data & Analytics

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PROFESSIONAL SUMMARY

Data & Analytics leader with 15+ years of experience building and scaling analytics functions across banking, telecom, e-commerce, mobile gaming, iGaming and IT services. Experience spans data strategy, team building, warehouse architecture and governance, in both permanent and fractional leadership roles. Built in-house analytics teams to replace outsourced vendors and gave leadership a single source of truth. Applied AI and automation to reporting and self-service analytics, with LLM assistants on governed data and analyst review. Recent consulting work covers data audits, target warehouse architecture, versioned identity models and costed delivery roadmaps.

CORE COMPETENCIES

- **Data Strategy & Leadership:** Data strategy, roadmap ownership, team building, people management, hiring and mentoring across analytics and data engineering teams, 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, semantic layer, data warehousing, auditable analytics, identity resolution, consent/CMP policy, GDPR-aligned tracking
- **Analytics Infrastructure:** Tableau, Power BI, Looker, Superset, Google Data Studio, Airflow, BigQuery, ClickHouse, 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 & Applied AI:** Generative AI and LLM-based analytics assistants, reporting automation, self-service analytics, experimentation design, econometric modeling, predictive analytics, forecasting, customer segmentation
- **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

- Grew analytics teams to 15+ and reduced annual vendor and tooling costs by $150K through consolidation and insourcing.
- Cut manual reporting effort by 50% through reporting automation, LLM assistants and self-service analytics.
- Prevented $1M+ in regulatory fines through automated anomaly detection in financial transactions.

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 reimplementation.
- Specified a versioned identity graph with per-edge provenance and validity windows to support 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 and 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 reporting and deployed LLM assistants on governed data with analyst review. Combined with self-service analytics, these changes cut manual reporting effort by 50%.
- Integrated machine learning (ML) customer segmentation for call center operations, improving first-contact resolution by 18% and reducing average handling time.
- Led self-service analytics adoption 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

- Replaced an outsourced analytics vendor by building 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 identifying conversion bottlenecks, resulting in a 12% increase in deposit conversion rate.
- 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% reduction in manual work) and built anomaly detection that prevented $1M+ in regulatory fines.

TEACHING

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

- Authored and teach a 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

- Teach the 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

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