

Dot Analytics

We are the Data Analytics Department for Any Business

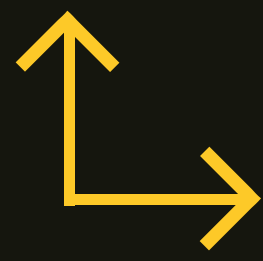
Building and supporting custom analytics solutions



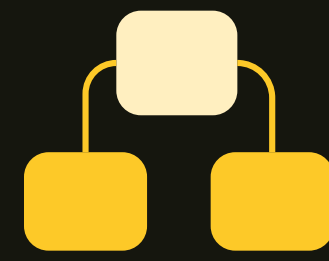
Data viz &
Dashboards



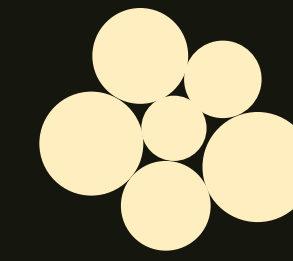
A/B-testing



Data-Driven
Decisions



Analytic Database
Design



Math Modelling
& Insights



Events Design
& Tracking

Our dear clients.
Join and you



SKULL BLISS



IEEE Access



ORGANIZATION.GG



Bookimed

How we work

01

Create an
action plan

02

Sign SLA and NDA

03

Communication
via Slack

04

Receive access to your
documentation and
database

05

Start doing the
project

06

Results are delivered
every 2-3 days

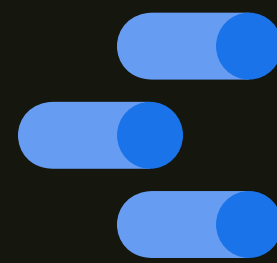
Technologies we work with



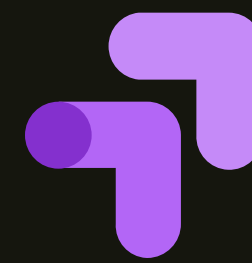
Google Analytics



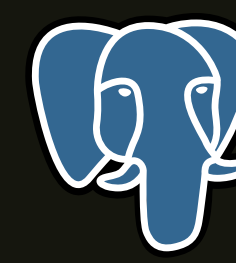
BigQuery



Data Studio



Google Optimize



PostgreSQL



Tag Manager



MySQL



Tableau



Python



Google Drive



MongoDB



Vertica



GCP

CLIENT: ORGANIZATION.GG

INDUSTRY: GAMING

RESULT:

DATA ANALYSIS SYSTEM IMPLEMENTATION WITH ADVANCED GOOGLE ANALYTICS DATA TRACKING, VISUALIZATION, AND REPORTING

USED TECHNOLOGY:



GOOGLE
ANALYTICS



DATA STUDIO



BIGQUERY

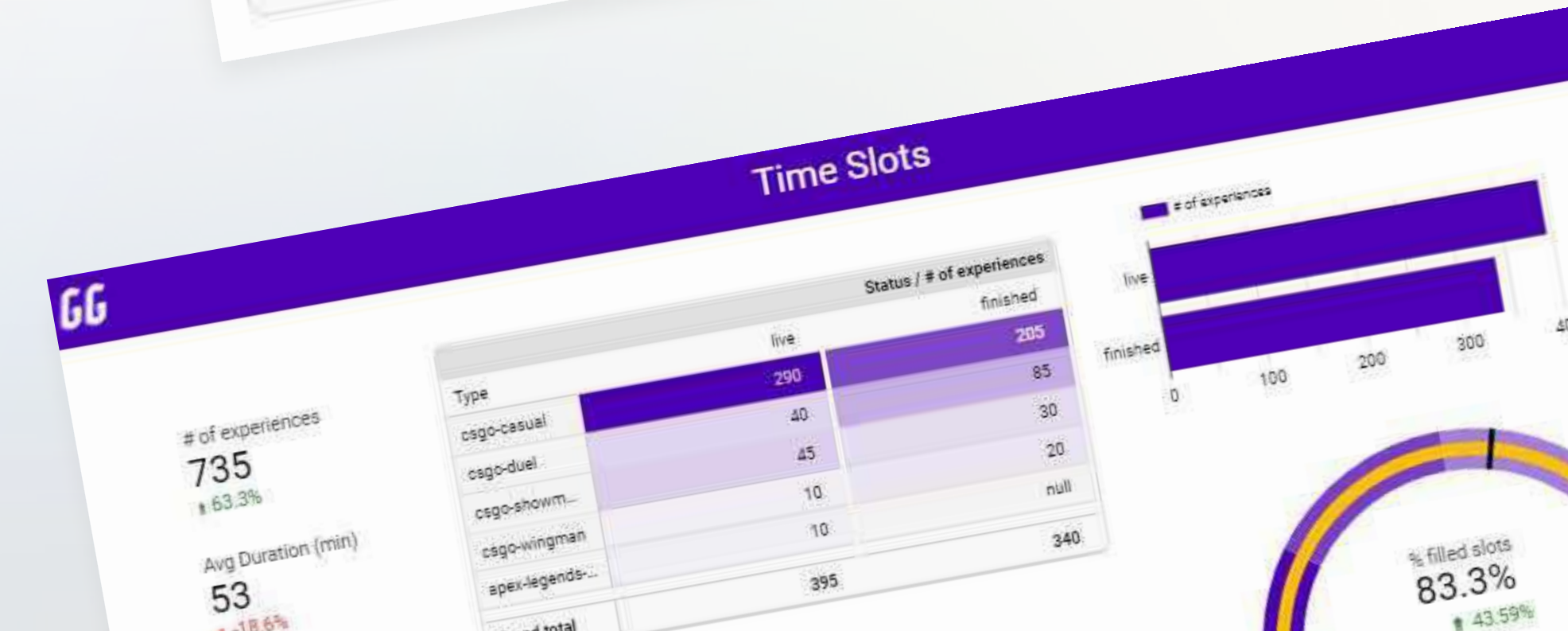


TAG MANAGER

Registration week

ARPU by weeks (ARPU in \$, conversion rate 100fs = 1\$)

Registration week	0	1	2	3	4	5
Jan 24, 2022	120	23	120	23	120	23
Jan 31, 2022	23	115	115	80	80	37
Feb 7, 2022	115	80	37	5	5	
Feb 14, 2022	80	37	5	18	18	
Feb 21, 2022	37	5	18	14		
Feb 28, 2022	5	18	14	6		
Mar 7, 2022	18	14	6			
Mar 14, 2022	14	6				
Mar 21, 2022	6					
Mar 28, 2022	21					
Apr 4, 2022	5					



PROJECT: CONVIVA SYSTEM INTEGRATION FOR ITV

INDUSTRY: OTT, VIDEO STREAMING AND VIDEO ON DEMAND PLATFORM

RESULT:

**INTEGRATION OF CONVIVA'S
ALERTING AND MONITORING SYSTEM
INCREASED TRANSPARENCY OF ERRORS
ORIGINS ACROSS THE COMPANY
COMPARED TO OLD BUGGY CUSTOM
TRACKING SYSTEM**

USED TECHNOLOGY:



CONVIVA



BIGQUERY



SLACK



EXCEL



SPLUNK



PROJECT

FINANCIAL ANALYSIS, MODELING AND FORECASTING FOR DATING COMPANY

RESULT

200+ ACCURATELY CALCULATED
AND VISUALIZED FINANCIAL METRICS

USED TECHNOLOGY



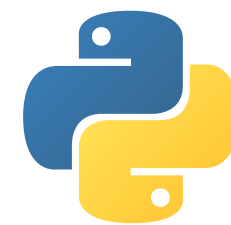
TABLEAU



SQL



EXCEL



PYTHON



PROJECT

DASHBOARD DESIGN FOR DATA ANALYSIS COMPANY

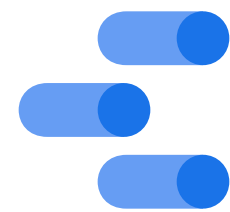
RESULT

SYSTEM OF **BI DASHBOARDS** FOR TRANSPARENT AND SLICK DISPLAY OF THE INFORMATION

USED TECHNOLOGY



TABLEAU



DATA STUDIO



EXCEL



SQL



PROJECT

**MARKETING CAMPAIGN OPTIMIZATION AND
DATA ANALYSIS USING GOOGLE ANALYTICS
AND TAG MANAGER**

RESULT

**30% INCREASE OF CONVERSION AND
CAMPAIGN PERFORMANCE TRACKING
VIA DASHBOARDS**

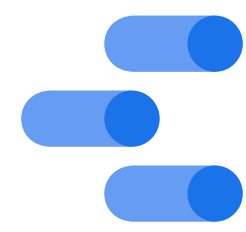
USED TECHNOLOGY



MARKETING
PLATFORM



GOOGLE
ANALYTICS



DATA STUDIO



TAG MANAGER



VOLUUM



PROJECT

INCREASE RETENTION RATE AND DRIVE USERS COMMUNICATION

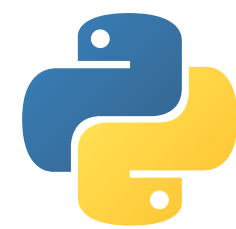
RESULT

20% INCREASE IN PUSH-NOTIFICATIONS
CONVERSION RATE

USED TECHNOLOGY



TABLEAU

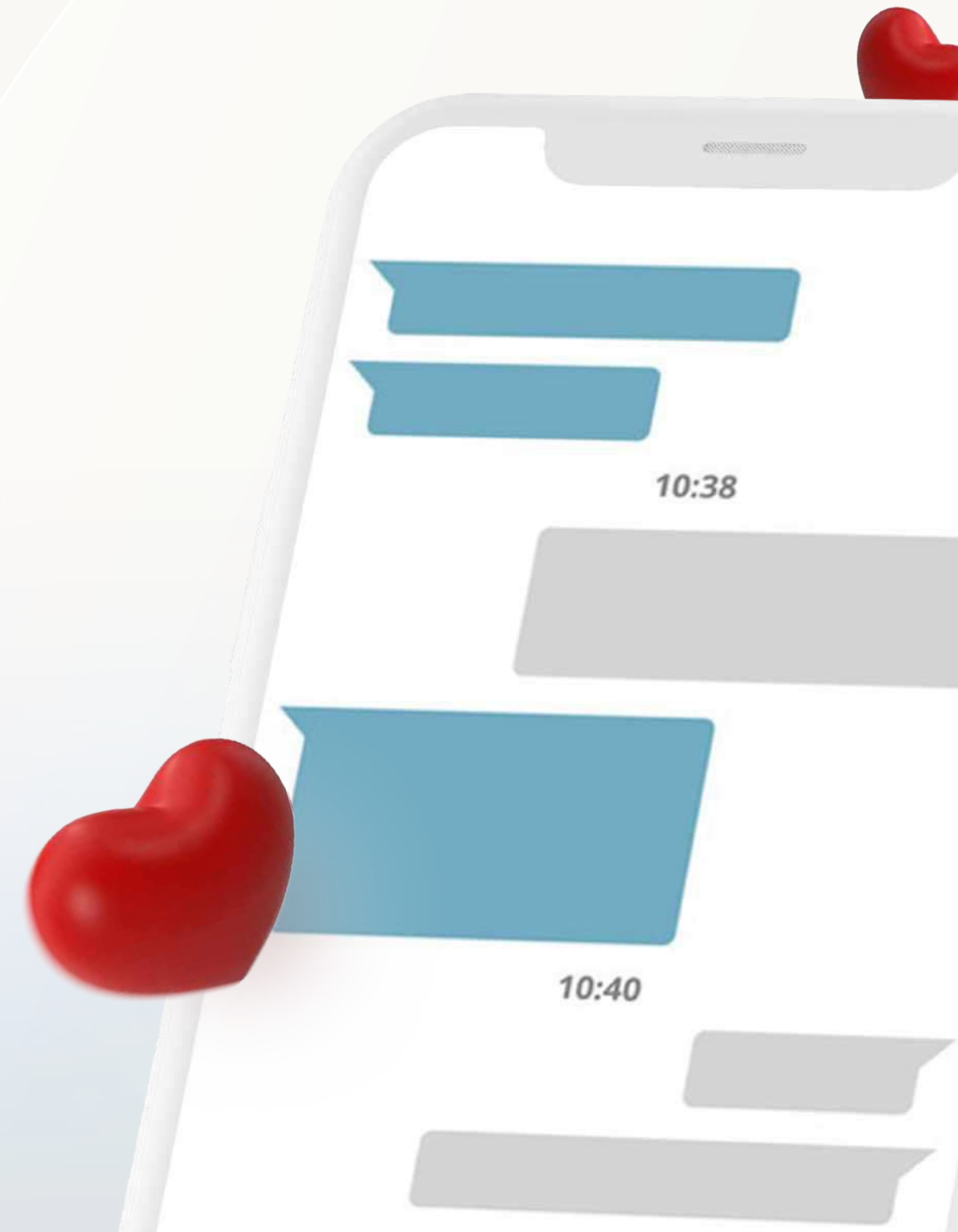


PYTHON



SQL

VERTICA



PROJECT

BIG DATA ANALYSIS USING MACHINE LEARNING: GAMING SECTOR

RESULT

**SALES FORECAST WITH
82%-92% ACCURACY**

USED TECHNOLOGY



PYTHON



TENSORFLOW



EXCEL



SQL



PROJECT

DISPLAY KPIS ON GOOGLE ANALYTICS AND TABLEAU DASHBOARDS

RESULT

THE MARKETERS, SALES AND MANAGEMENT DEPARTMENTS **USE THE DASHBOARDS ON A DAILY, WEEKLY AND MONTHLY** BASIS AND INCORPORATED THEM INTO THE WORKING PROCESS

USED TECHNOLOGY



PROJECT

INCREASE THE AVERAGE CHECK AND DECREASE COSTS ON SURPLUS SUPPLIES

RESULT

INCREASE THE ACCURACY OF INGREDIENT ESTIMATION **BY 11% AND CUT THE EXPENSES ON SURPLUS SUPPLIES.**

USED TECHNOLOGY



POSTGRESQL



TABLEAU



POSTER



PROJECT

MATHS MODELING AND COMPUTER VISION DEVELOPMENT FOR A GAMING PROJECT

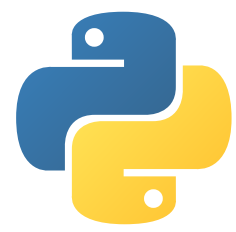
RESULT

DEVELOPED THE POC MATHS MODEL FOR THE IOS APP

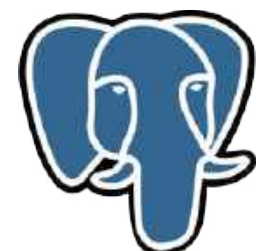
USED TECHNOLOGY



APPLE



PYTHON



POSTGRESQL



PROJECT

TRACKING OF USER ACQUISITION FUNNEL, DISPLAY THIS IN GOOGLE ANALYTICS

RESULT

ACQUISITION FUNNEL WITH **14 STEPS** IMPLEMENTED
BY USING GOOGLE TAG MANAGER AND DISPLAYED
IN GOOGLE ANALYTICS AND DATA STUDIO

USED TECHNOLOGY



MARKETING
PLATFORM



TAG MANAGER



EXCEL



PROJECT

GOOGLE ANALYTICS TRACKING FOR USER BEHAVIOR MONITORING

RESULT

25% INCREASE OF CONVERSION
AND CREATED EFFICIENT
ANTI-FRAUD ALGORITHMS

USED TECHNOLOGY



MARKETING
PLATFORM



TAG MANAGER



EXCEL



Contact us



Ihor Syzon

Analyst. Founder & CEO of Dot Analytics



+380985144377



i.syzon@analytics-dot.co



analytics-dot.co