

Nine models and systems run in production with no manual work: they retrain on schedule behind quality gates, read support chats, stop experiments once the answer is clear and hand tasks to managers. My analytics team works with 20 AI-agent skills. In 2026 I also built six products end to end with AI coding agents.

9 models and systems running in production	20 AI-agent skills in the team	6 products built in 2026	\$7-11M estimated yearly effect of bonus control	1,077 commits & MRs in the past year
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KEY RESULTS

+10 pp	more quarterly revenue in the same player list after switching to predicted value	01tech · segmentation
\$7-11M	estimated yearly effect of bonus limits built on real game margins	01tech · monetisation
+6%	deposit days in the A/B test of the VIP personal-touch algorithm	01tech · retention
+9 pp	churn model precision over the ML team's model	01tech · call centre
95%	F1 of answering-machine detection on live calls	01tech · telephony
x7	product growth	ClickAdilla · ad tech
x3	revenue from Google traffic after building moderator behaviour into ad logic	ClickAdilla · ad tech
+45%	CPM after a fair pricing model between auctions and mediation	Lofty · SaaS
\$6M	revenue of a B2B SaaS launched from zero	Lofty · SaaS

EXPERIENCE

Feb 2024 – now	Product Analytics Leader – 01tech GameDev, B2C · remote - Built and lead the product analytics department: hiring, development, management. Grew two analytics team leads. - Bonus limits built on real game margins: estimated effect of \$7-11M a year. - Personal-touch algorithm for VIP players: +6% deposit days in an A/B test (statistically significant), 11 pp more players back within 3 days. - Predicted player value instead of ever-growing tiers: a list of the same size brings 10 pp more quarterly revenue; handed over to the ML department. - Retention ML: churn model 9 pp more precise than the ML team's model and rolled out to a second business line; the future-VIP model adds 27% more VIP leads a day. - AI in the department: 20 skills and 5 agents in the team repository; AI checks more than half of support chats on its own, and QA managers check the rest with its hints. - Answering-machine detection on live calls: F1 95%, recall up from 79% to 93%; handed over to the VoIP team. - Found patterns of system abuse by operators: bonus expenses down 25%. - Introduced SPRT testing in the department: average test duration halved.
Apr 2021 – Jan 2024	Product Analyst & Product Manager – ClickAdilla ad network ad tech, B2C - Product grew 7x; Tier-1 product strategy; advertiser retention up 30%. - Analysed how Google moderators behave and built it into ad display logic: revenue from Google traffic tripled. - New metric of traffic conversion potential based on indirect signals: CPM up 20%. - ML system that protects partner websites; analytics tool for sales growth.

Oct 2019 – Mar 2021 **Product Manager – Lofty**
ad tech, SaaS, B2B startup · Dublin, hybrid

- Launched a B2B product from zero to break-even; led the Mediation SaaS to \$6M in revenue.
- Metrics tree and BI system for a new product from scratch; research presented to executives and investors.
- Partnerships with 30 leading B2B clients.
- Fair pricing model for selling traffic between auctions and mediation: CPM up 45%.
- Tool tracking competitors' ad prices by country: traffic purchases up 30% in the most competitive markets.

SYSTEMS IN PRODUCTION

AI AGENTS & TEAM

An analytics team with 20 AI-agent skills

20 skills, 5 agents, 113 table cards

Dashboards built by an agent

Grew two analytics team leads

2 analysts grew into team leads

RETENTION & VIP

Churn model the call centre acts on every morning ↗

+9 pp precision vs the ML team's model

Finding the future VIPs the main model misses ↗

+27% more VIP leads a day

Personal contact algorithm for VIP players ↗

+11 pp return within 3 days after a touch on the signal day

VALUE & MONETISATION

Predicted Value Score instead of a tier that only grows ↗

+10 pp of quarterly revenue captured

Bonus limits built on real game margins ↗

\$7–11M estimated effect a year

CALL CENTRE & SUPPORT

Answering-machine detection on live calls ↗

95% F1 after retraining

AI checks support chats: more than half with no human ↗

50%+ of support chats checked by AI with no human

Alerts that read support chats ↗

EXPERIMENTS

Measuring the conversation, not the campaign

3.4 pp detectable effect in 7 days

Experiments that stop themselves

×2 shorter tests on average

OWN PRODUCTS

DataGlass Market intelligence for iGaming · live

dataglass.pro

PaysOrNot Does the casino pay? · live

paysornot.com

dalat.place City guide to Dalat, Vietnam · live

dalat.place

Mirror AI bot with memory of the person · prototype

Nod Control the computer with your face · prototype

Bienvenue Eldercare without cameras · in validation

STACK

AI agents: Claude Code, skills & hooks, MCP, GPT-4o, Whisper

Machine learning: CatBoost, gradient boosting, survival models, DeBERTa, MediaPipe, anomaly detection

Experiments & data: A/B, SPRT, ANCOVA, LATE, SQL, Python, Airflow, ClickHouse, Tableau, Grafana

Building products: FastAPI, PostgreSQL, Playwright, nginx, Telegram bots, Lemon Squeezy

EDUCATION & COURSES

- Petrozavodsk State University – Industrial Engineering
- Ivan Zamesin – How to Build a Product
- Go Practice – Growth Product
- Stanford University – Supervised & Unsupervised Learning, Reinforcement Learning
- Generative AI with LLMs
- Management Frameworks

LANGUAGES

Russian – native · English – B2 · Spanish – A2

Lived a year or more in: Indonesia, Georgia, Argentina, Spain, Vietnam

Case write-ups with charts: deniszhiglov.com