Anastasia Gisina

Head of Product Analytics

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6+ years in product and business analytics at Ozon, SberMarket, Dostavista and X5 Digital. I build analytics functions that teams trust: metrics, experimentation, BI and diagnostics of metric changes. Course lead for “AI for Analytics” at OTUS, mentor and speaker.

Experience

X5 Digital — Head of Product Analytics

Oct 2025 – present

- Lead and grow the product analytics team; hire middle and senior analysts.
- Built a daily diagnostic dashboard that splits conversion changes into commercial and product factors: time from “conversion dropped” to a testable hypothesis went from 1–3 weeks to a couple of days.
- Set up rules for A/B tests that share app screens across teams: mandatory guardrail metrics, a shared test calendar, an analyst who owns each screen.
- Introduced an AI-assisted workflow for building BI dashboards: mockup first, data marts designed for the mockup.

Dostavista — Analytics Lead

Sep 2024 – Oct 2025

- Led the analytics function: 4 analysts (product and marketing) and a data engineer.
- Defined core metrics and unified reporting and data definitions across teams.
- Built the BI stack and data marts (Metabase, Delta BI, Trino) and enabled self-service analytics.
- Owned the experimentation framework: test design, sample sizing, methods, decision rules.

SberMarket — Senior Product Analyst

Apr 2023 – Aug 2024

- Built the analytics framework for a new B2B product from scratch; its metrics went onto the company's key dashboards.
- Coordinated five departments to measure the product's impact on operations; nominated for the internal Tech Award.
- Contributed to pricing and unit economics; the product reached positive unit economics.
- Designed B2B A/B tests and the method for calculating their results; mentored junior analysts.

Ozon — Product Analyst

Jan 2022 – Feb 2023

- Led the migration of 100+ team reports to Superset in 1.5 months.
- Built a self-service data tool that saved the analytics team 20+ hours a week of ad-hoc work.
- Built reporting for top management and the metric methodology for the contact center.

Palindrome — Lead Business Analyst

May 2021 – Dec 2021

- Led a small team that built automated client dashboards and Power BI sales analytics on CRM data.

SimbirSoft — BI Developer

Feb 2020 – Apr 2021

- Built ClickHouse data marts for a goods-traceability system; Python data-quality tests.

Russian Hack Team — Data Scientist (freelance)

2019 – 2023

- 7 first places at data science and ML hackathons, including Junction and Digital Breakthrough.

Teaching, mentoring, speaking

- **OTUS** — course lead, “AI for Analytics and Data” (first cohort 2026); instructor in product analytics courses.
- **Mentoring** — analysts and analytics leads: career growth, interviews, metrics and processes, analytics from scratch.
- **Speaking** — Delta Day 2025: how to grow a data-driven culture and know it's working.
- **Writing** — Telegram channel @givemeagold (in Russian), LinkedIn (in English).

Education

- RANEPA, Moscow — Data Analysis in Economics (incomplete higher education), 2022
- Moscow Institute of Physics and Technology — Phystech.Start accelerator, 2018

Skills

SQL · Python · Spark · A/B testing and experimentation · metric design · factor analysis · ClickHouse · Greenplum · PostgreSQL · Airflow · Tableau · Superset · Metabase · Power BI · DataLens · AI tools for analytics (Claude Code, ChatGPT) · hiring and team leadership