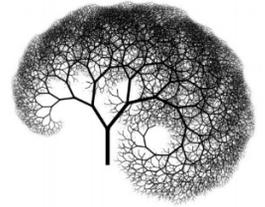DataMuse is a Sydney-based data and growth consultancy. **We specialise in monetising data and growing data ROI.** We do this by mining data for insights with impact. We have 25 years combined experience in strategy, growth, and data analytics.

WHAT WE DO

We mine data strategically for impact and profit. Some examples of what we do:

- ♍ Mining for customer insights and segments
- ♍ Turning data into testable hypotheses
- ♍ Combining and mining disparate datasets
- ♍ Analysing multi-layered usage data
- ♍ Algorithm development and deployment
- ♍ More about our services...

We have helped clients achieve a **450%** increase in transacting customers, **36%** increase in friction point throughput, and **42%** increase in website conversions.

WHY DATA MATTERS

Data is useful when it intersects with strategy. We don't analyse for nice to have insights. We data mine for impact and profit.

Get better data. If you're not tracking, measuring, and iterating (or if want to do it better) we can make sure you get the value you need from the data you collect and that you know exactly how to monetise it.

Make your data work harder. If you are tracking or retaining visitor and customer data we will work with you to translate it into information with an ROI.

CORE DATAMUSE TEAM

The core DataMuse leadership team has 25 years combined experience in strategy and data analytics. We also leverage our network of advisors and consultants, including AI and machine learning experts.

Alexandra Galin MBA | Head of Growth

Yale University, Bachelor of Comparative Literature (French & Russian) (Hons.) | University of Cambridge, MBA.

12 years experience in capital markets and strategy, most recently as head of digital content and growth analytics at Australian fintech, OnMarket. Previous experience includes: Macquarie Bank, BAML, and Singularity University. She also represented global business lobbying at the EC and UNFCCC and advised Malcolm Turnbull.

She specialises in strategy, platform analytics, customer acquisition, content that converts, UX, and growing data ROI.

Dr. Natalia Galin PhD | Head of Data

UNSW, Bachelor of Electrical Engineering (Hons.) | University of Tasmania, Physics PhD | NASA, Fulbright Scholar.

13 years data, signal processing and analysis experience, most recently as an independent data consultant for Australian and global technology companies. She has worked on CryoSat-2, the European Space Agency's first satellite mission to the polar regions and has broad technical background and coding experience (Python, C, SQL, Matlab).

She specialises in signal processing, data analysis and algorithm development and deployment, including machine learning.