DataDriven | Research & Consulting

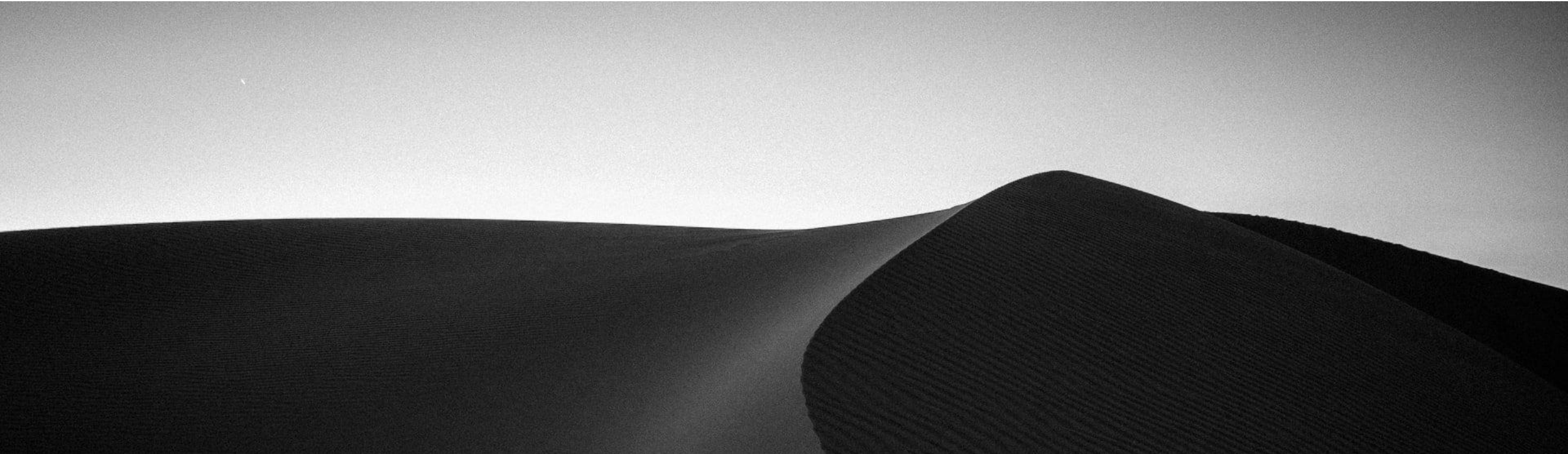Kyiv Paris London

About us

We are Ukrainian research and consulting agency that helps people make decisions DataDriven.

We specialise in providing comprehensive research and consulting services that empower people to make smart, data-driven decisions.

Our mission is to be the catalyst for your institutional development, offering insights that not only illuminate the path ahead but also provide a solid foundation for growth and innovation.

Our Mission

…is simple yet pivotal:

to help people make decisions data-driven

We are dedicated to demystifying the complex world of data, transforming it into clear, actionable insights.

Our commitment lies in empowering our clients – whether they are businesses, government agencies, or individuals – to make informed decisions based on robust data analysis, ensuring that every choice is backed by evidence and strategic thinking.

Who Are Our Clients

- We work with different industries, businesses and organisations of any size.

- Every business needs reliable either research and consulting services.

- We work with small, medium, and large entities in different niches.

Most often, we receive inquiries from clients in the following areas:

- **International Business:** Enterprises, Services Providers, Manufacturing
- **Professional Services:** Consulting Firms & Agencies
- **Local Business:** Small & Medium Sized Enterprises
- **Financiers:** VC, PE, Start-ups, Commercial Banks, Investment Banks
- **Public Sector:** Non-Profits & NGOs, Associations, Educational Institutions, Governmental Agents

Markets We Are In

Markets

Public ← → Private

- **Government:** Collaborating with govermental organisations to address public needs and challenges.

- **Nonprofits:** Partnering with nonprofits to support humanitarian and social development efforts.

- **Social Sector:** Addressing systemic challenges in society to promote equity and community well-being.

- **Ukrainian Recovery:** Dedicated to rebuilding and revitalising infrastructure, economy, and social cohesion in Ukraine.

- **Mission Ventures:** Practices where mission meets venture, such as Defence, Demining, and Dual-Use technologies.

- **International Development:** Supporting global development initiatives, focusing on growth, sustainability, and resilience.

- **Start-ups and Venture Capitalists:** Supporting investment and innovation opportunities in early-stage ventures.

- **Private Industries:** Engaging with industries such as Retail and Finance to enhance business strategies and growth.

- **International Trade:** Enhancing trade opportunities, focusing on export growth and market expansion.

More

More
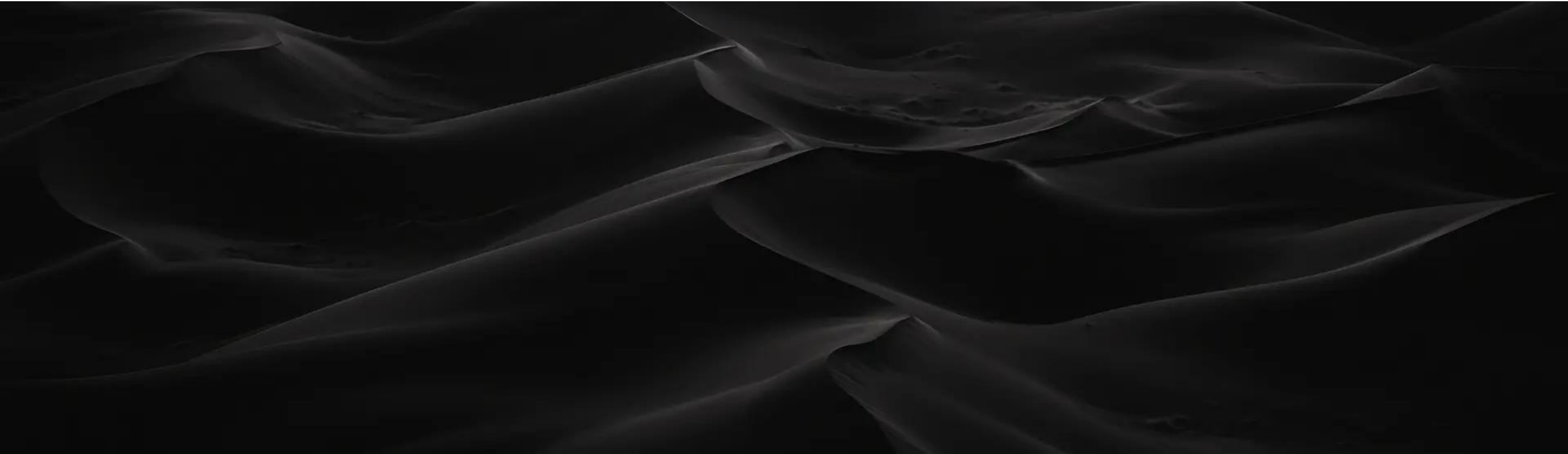
Services

DataDriven delivers best-in-class research & consulting services to help deal with the Ukrainian market
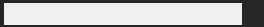
Research

Leveraging our long experience in collecting, analysing, and interpreting data, alongside creating tangible and data-based recommendations for public and private actors

Consulting

Applying deep knowledge of Ukrainian politics and business to benefit our clients. Paving out a way for the world to deal with Ukraine and Ukrainian enterprises to open the world

" It's not just about data, It's about being 'DataDriven'— turning insights into action, ensuring every step you take is informd, strategic, and poised for success

Research

DataDriven is full-cycle research provider

Idea to Hypothesis

- Refining concepts and establishing research hypotheses based on your unique needs and industry context.

Methodology Development

- Designing rigorous methodologies tailored to your objectives, ensuring robust data collection and analysis.

Data Collection & Analysis

- Utilising advanced tools and techniques for effective data gathering, leading to actionable insights.

Reporting & Presentation

- Presenting findings in a clear, concise format with detailed recommendations aligned with your strategic goals.

We offer **comprehensive research services**, guiding you from the initial idea or hypothesis through methodology development, data collection, analysis, and final reporting.

Our **team delivers insights tailored to your needs**, ensuring that each phase of the process is managed with precision.

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Research Methods

- We employ a blend of experimental, quantitative, and qualitative methods to deliver precise, actionable insights tailored to each client's needs.

Solutions We Offer

Experimental & Observational	Quantitative	Qualitative & Mixed-Desk Methods
Randomised Controlled Trials (RCTs)	Cross-Sectional Surveys	Key Informant Interviews (KIIs)
Field Experiments & GIS Study	Longitudinal Surveys	Focus Group Discussions (FGDs)
Naturalistic Observation	Statistical Analysis & Modelling	Digital Methods & Big Data

Data Collection

- DataDriven offers comprehensive data collection services through both **field and desk research.**

- We utilise a mix of **quantitative and qualitative** methods, ensuring tailored insights for diverse research needs.

- Our services can be delivered using a **mixed-methods** approach to maximise accuracy and depth.

Data Options

Quantitative

	Experiments & RCTs	Longitudinal Studies	Structured Interviews
Surveys & Questionnaires (Closed-Ended)	Secondary Data Analysis	Qunatitaive Content Analysis	

Qualitative

Key Informant Interviews (KIIs)	Observational Studies	Document and Content Analysis (Qualitative)	Open-Ended Surveys / Questionnaires
Focus Group Discussions (FGDs)	Case Studies	Narrative Analysis	

Business Intelligence Solutions

(Circular diagram nodes: Market Research, Policy and Social Research, Behavioural Studies, Competitor Analysis, Industry Comparative Analysis, Pricing Assessment, Trend Detection, Client's Satisfaction & Loyalty, Brand Awareness & Media Monitoring)

DataDriven provides strategic business intelligence services that drive data-forced decision-making across multiple areas:

- **Market Sizing & Ecosystem Mapping**
  We conduct in-depth market assessments and ecosystem mapping to identify key players, industry influencers, and structural dynamics.

- **Competitor Benchmarking & Pricing Assessment**
  Our team performs detailed competitor analysis and pricing evaluations, helping you understand competitive positioning and pricing strategies.

- **Trend Analysis**
  We monitor emerging trends to give you a forward-looking perspective on market shifts and opportunities.

- **Behavioral Studies & Client Loyalty Analysis**
  Our behavioral studies and loyalty assessments identify key drivers of client engagement and retention, providing insights into customer behavior.

- **SWOT Analysis**
  Through targeted SWOT analysis, we reveal strategic opportunities and potential challenges, enabling your organization to navigate complex competitive landscapes confidently.

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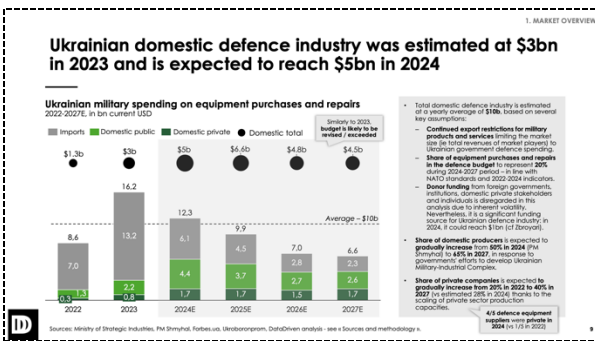
Showcases: Research
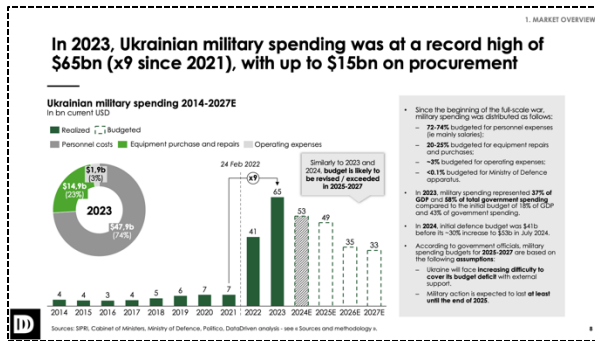
Market Sizing

Analysis of sector growth, CAGR, and budget allocation trends
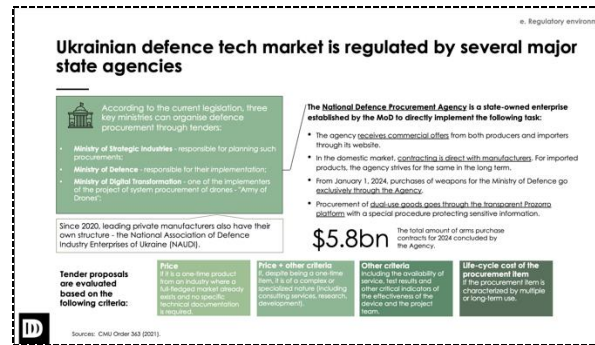

Ecosystem Mapping

Identification of key players and stakeholders in the market
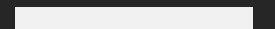

Trend Detection

Forecasting emerging demands and shifts in the industry

Regulatory Assessment

Overview of regulatory bodies, compliance standards and legal environment

Consulting

Consulting Services

Segment	Selected cases	Description
Business intelligence	*Overview of Ukrainian cybersecurity market*	• **Market trends**: Insights into emerging industry trends and competitive landscapes • **Opportunities**: Strategic areas for growth, partnerships, or expansion • **Recommendations**: Deliver recommendations based on sector-specific experience
Corporate Strategy & Transformations	*Market-entry for foreign demining operator*	• **Growth Strategies:** Develop market entry, expansion, or diversification strategies • **Strategic roadmaps**: clear & actionable strategies for organizational transformation • **Operational enhancements**: Identify and implement measures to enhance efficiency
Policy & Regulatory Advisory	*Implementation analysis of EU carbon tax laws in Ukraine*	• **Policy Impact**: Evaluate how changes in policy or regulation affect the client's sector • **Regulatory Roadmaps**: Guide businesses in adhering to Ukrainian / EU regulatory frameworks • **Shareholder engagement**: Facilitate interactions with governmental and industry bodies
Monitoring & Evaluation	*Evaluation of a social innovation program for a UN agency*	• **Project Execution**: Provide hands-on support for the rollout of strategic programs • **Impact Assessment**: Track and measure the effectiveness of implemented projects • **KPIs**: Set and monitor success metrics for ongoing or completed initiatives

Showcases: Consulting
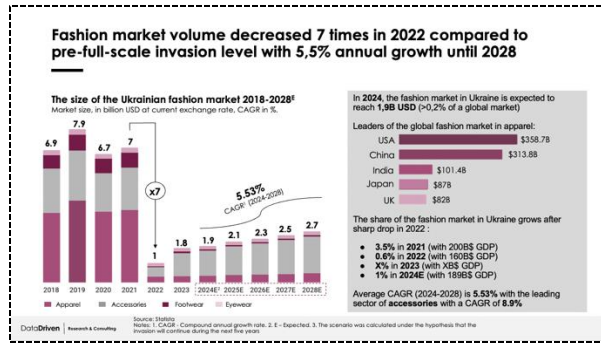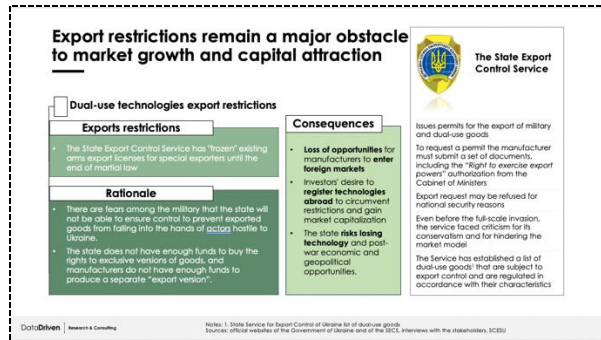

Business Inteligence
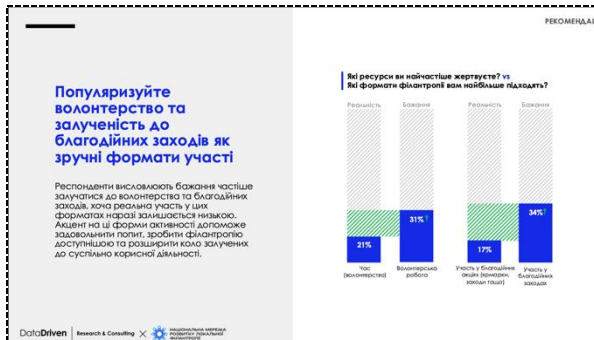
Ukrainian fashion market

Corporate Strategy

Ukrainian UAV manufacturer

Regulatory Advisory

Dual-use export restrictions

Evaluation & Recommendations

Public sector, NGOs efficiency & strategy

Zoom on key industries: Dual-Use, Defence & Demining

Dual-Use

Supporting innovation in dual-use technologies that serve both civilian and defence purposes, with a current emphasis on cybersecurity.

Public research available: Ukrainian cybersecurity market report, covering trends, main players & technologies

Future key focus areas

- Biotechologies
- Artificial intelligence (AI)
- Semiconductors

Defence

Tech

Industrial

Supporting & advancing the growth of the defence tech sector. Advising on strategy & transformation of industrial defence enterprises. Aiming to strengthen Ukraine's defense sector to help resist the Russian aggression.

Public research available: defence-tech, demining, sea drones

Public analytics in progress: UAV, cybersecurity, industrial production

Authors of **first-in-the-industry** report on the Ukrainian defence tech market

Partners of **leading industry** associations, accelerators & clusters

Demining

Supporting the creation of commercial humanitarian demining market. Advisory to demining operators, equipment manufacturers & startups, financiers & governmental agencies

Public research available: demining market, demining regulations

Public analytics in progress: AI in demining, lessons from Asia-Pacific

Partner of Ukrainian Association of Humanitarian Demining: analytical support on demining & demining equipment markets

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Team & Capabilities

Partners

Viktor Karvatskyy

Education

Industries: Energy, Defence, Industrial Manufacturing, Construction

Specialisation: Sustainability, Green Transition, M&A, Strategy

Languages

karvatskyy@datadriven.group

Taras Prodaniuk

Education

Industries: Public Sector, Academia, Nonprofits

Specialisation: Research Methods, International Development, Development Banking & Finance

Languages

prodaniuk@datadriven.group

Consultants

Dr. Bohdan Veselovskyi

Education

Industries: Nonprofits, Academia, Government

Specialisation: European Law & Integration, Engagement & Civic Society
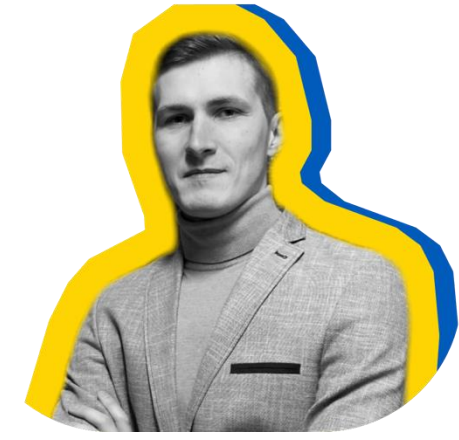
Languages

Anna Maiorova

Education

Industries: Economics, Finance

Specialisation: Investments, Business Strategy, Business Development

Languages

Dr. Borys Knysh

Education

Industries: Engineering, Computer Science

Specialisation: Machine Learning, Computer Vision, Signal Processing

Languages

Consultants

Anna Bazarna

Education HEC PARIS DAUPHINE UNIVERSITÉ PARIS

Industries: Finance

Specialisation: Private Equity, M&A, Strategy

Languages

Volodymyr Lotushko

Education Maastricht University O.O.Bogomolets National Medical University

Industries: Health & Medicine

Specialisation: Biotech, Health Care, Pharma

Languages

Andrii Bilovusiak

Education LSE

Industries: Government, Sustainability, Public Policy

Specialisation: CSR and ESG, Just Transition

Languages

Consultants

Rostyslav Filipets

Education

Industries: Defence & Aerospace, Construction

Specialisation: Data Analysis, Operations

Languages

Anton Tabur

Education

Industries: Defence & Aerospace, Dual-Use

Specialisation: Demining, Drones, Operations, Data Collection

Languages

Dmytro Karvatskyi

Education

Industries: Government, Nonprofits, International Relations

Specialisation: Diplomacy, Middle East

Languages

Consultants

Mariana Lopata

Education **UNIVERSITY OF TURKU**

Industries: Business Administration

Specialisation: Tech, Digital Markets

Languages

Dmytro Borzenko

Education **UNIVERSITY OF LATVIA**

Industries: Education, Marketing

Specialisation: Digital Markets, Digital Applications

Languages

Anna Shtepa

Education **universität wien**

Industries: Finance

Specialisation: Accounting, Investment

Languages

Consultants

Pavlo Khoma

Education

Industries: Law, Defence

Specialisation: Corporate Structuring, Taxation, Compliance

Languages

Yaroslav Lepekha

Education

Industries: Media, Communications

Specialisation: Audience Engagement, Narrative Testing, Content Development

Languages

Oleksandr Vyshnevskyi

Education

Industries: Law & Finance

Specialisation: Tax & Customs, M&A, Fintech

Languages

Consultants

Artem Rybalchenko

Education

Industries: Defence & Aerospace

Specialisation: Defence Ecosystem, Stakeholder Engagement

Languages
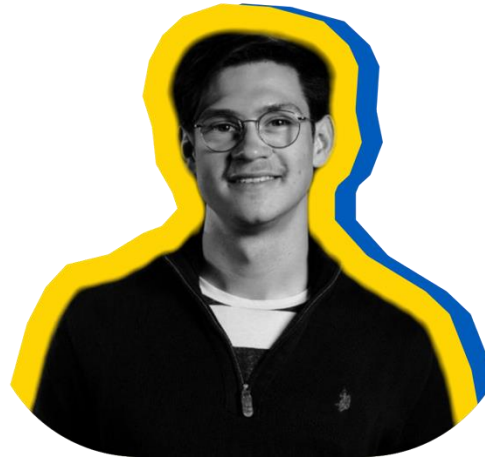
German Stelmakh

Education Technical University of Munich TUM

Industries: Engineering & Aerospace

Specialisation: Computer Vision, Drones, Agriculture & Defence Tech

Languages

Kristina Kovalova

Education KSE

Industries: Economics, Nonprofits

Specialisation: International Development Finance, Econometrics, Data Analysis

Languages

Consultants

Dmytro Suslyk

Education

Industries: Nonprofits, Government

Specialisation: Politics, Social Impact, Data Collection

Languages

Luba Slesarenko

Education

Industries: Finance & Economics

Specialisation: Econometrics, Statistical Analysis, Predictive Modelling

Languages

Nazar Herush

Education

Industries: Education & Life Sciences

Specialisation: TBD

Languages

Embedded Pool of Experts

68+

16 High-potential junior-level talents with narrow and specific expertise.

14 Mid-level experts with generalist and industry-related expertise.

**21** Senior-ranked professionals with high industry achievements and recognition.

17 Advisors with leading expertise in industry and specialization that are joining our team projects. Expertise varies from defence to nonprofits and governmental sector.

Our team members and experts are **located across diverse regions in Ukraine and in countries around the world,** bringing a broad, global perspective to every project.

Our team brings together **diverse backgrounds** in defence, technology, public policy, and market research, enabling us to approach projects from multiple perspectives and deliver comprehensive insights.

All team members are **bilingual, proficient in English and Ukrainian, with many also fluent in additional languages.** We collectively speak the top languages globally*.

As a company originally from Ukraine, our experience with **remote collaboration and digital project management** — necessitated by the challenges of war — **has equipped us to seamlessly support clients worldwide,** ensuring continuity and flexibility in all working conditions.
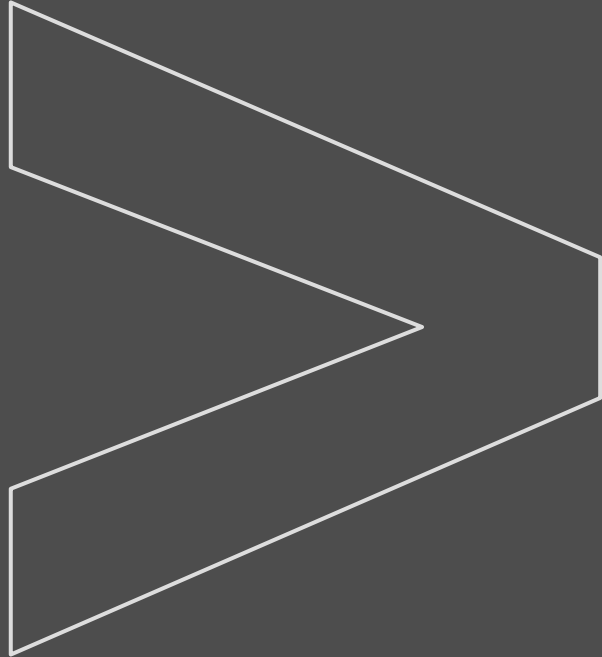
We are in numbers

18 Consultants

68+ Embedded Talents

25+ Projects Completed

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Portfolio

Our Clients

UNICEF

DataDriven has provided comprehensive research services to UNICEF, focusing on the evaluation of the UPSHIFT Program in Ukraine. Our expertise in field research, data collection, and analysis supports program assessment and strategic decision-making, enhancing program effectiveness.

Client: UNICEF

Approach:

Conducted field research in six regions of Ukraine, ensuring a thorough evaluation of the UPSHIFT Program.

Performed interviews with key representatives of UPSHIFT Projects, facilitating an in-depth understanding of program impacts.

Organised Focus Group Discussions with local stakeholders to gather qualitative insights.

Administered surveys for skill development assessment, collecting quantitative data to measure program outcomes.

Achievements:

Provided actionable insights that have directly influenced program improvements and strategic planning.

Enhanced UNICEF's ability to monitor and evaluate the UPSHIFT Program effectively, leading to informed decision-making.

Impact:

Our services have enabled UNICEF to understand the effectiveness of the UPSHIFT Program in various regions, leading to targeted improvements and better resource allocation. The insights provided have empowered UNICEF to enhance skill development initiatives, ultimately benefiting the youth in Ukraine.

Ministry of Foreign Affairs Ukraine

Data**Driven** has partnered with the Ministry of Foreign Affairs of Ukraine to conduct comprehensive media monitoring of countries in the Global South.

Client: Ministry of Foreign Affairs of Ukraine

Client Need: The need to develop effective strategic communication campaigns that resonate with audiences in the Global South, leveraging insights to guide policy and outreach.

Approach:

Systematic tracking and analysis of high-ranked and top media outlets across the study regions to capture prevailing narratives and sentiment trends. Conducting sentiment analysis to understand the emotional tone and public opinions expressed in the media, informing the strategic adjustments needed for the Ministry's communications.

Identifying and reporting on anomalies and unusual media patterns that could impact the effectiveness of communication strategies.

Achievements:

Media monitored over 100 media outlets across multiple countries in the Global South, ensuring a broad and representative sample.

Facilitated 3 expert panels to interpret media data and refine communication strategies.

Utilised advanced analytics to dissect complex media landscapes, resulting in actionable insights for campaign adjustments.

Impact: Our media monitoring and analysis services have significantly shaped the strategic communications of the Minister of FA, enhancing the effectiveness of their international campaigns for support during the warfare time.

Ukrainian Institute

Client: Ukrainian Institute, Ministry of Foreign Affairs

Overview: Data**Driven** team delivered research services to the Ukrainian Institute (UI), focusing on cultural cooperation and diplomatic outreach.

Approach:

Conducted over 60 Key Informant Interviews (KIIs) with cultural representatives from diverse sectors, including cinema, acting, and contemporary visual arts, in Nigeria, Kenya, and Indonesia.

Performed desk research for secondary analysis, collecting key data points for comprehensive mapping of these countries' cultural landscapes.

Achievements:

Provided in-depth insights through three reports highlighting similarities and differences in cultural cooperation practices.

Facilitated the establishment of stronger industry partnerships, amplifying the Ukrainian cultural presence in Africa and Indonesia.

Impact: Our findings informed the policy development and diplomatic strategies of the Ukrainian Ministry of Foreign Affairs toward these three countries. Additionally, the research fostered closer collaboration between Ukrainian cultural institutions and their counterparts in Nigeria, Kenya, and Indonesia, promoting a sustained cultural dialogue.

Data**Driven** has collaborated with the University of Oxford, specifically Lady Margaret Hall College, on the impactful "Legacies of War" project. This initiative has significantly advanced the field of refugee studies by integrating sophisticated data analysis and visualisation techniques.

Client: University of Oxford, Lady Margaret Hall College

Project Overview: The "Legacies of War" project focuses on deepening the understanding of war impacts on Ukrainian refugee movements within Western countries.

Approach:

Conducted surveys among refugee populations, gathering primary data crucial for understanding the nuanced impacts of conflict.

Created compelling visualisations to represent the data clearly and effectively, facilitating better comprehension and discussion among researchers and policymakers.

Achievements:

Processed data from over 2050 refugee surveys, contributing to one of the most comprehensive databases in refugee studies in academia.

The findings have been crucial in multiple academic publications and have influenced ongoing policy discussions on refugee integration and support.

Conducted several workshops for researchers and students at the University of Oxford to enhance their skills in data handling and visualisation techniques.

Impact: Our partnership has not only enriched the academic research in refugee studies but also provided actionable insights that are shaping policies and practices for dealing with the legacies of war.

University of Oxford

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Altai Consulting

Data**Driven** has been a strategic partner with Altai Consulting, a boutique advisory firm focused on addressing challenges in developing countries through innovative solutions across multiple sectors.

Client: Altai Consulting

Client Need: To gather detailed and actionable insights from key societal sectors in Ukraine, helping to shape effective and tailored development strategies.

Approach: Employing a combination of deep interviews and focus groups to ensure a comprehensive understanding of the unique needs and challenges within these sectors.

Achievements:

Over 90 deep interviews with stakeholders in critical sectors, including healthcare, agriculture, and technology.

20+ focus group sessions facilitated, providing a platform for interactive discussions and richer qualitative data.

Advanced analytics are applied to the collected data, enabling precise identification of sector-specific needs and potential interventions.

Impact: Our data collection and analysis have directly influenced the development of policies and programs that are currently benefiting over 100,000 individuals across various sectors.

Defence iQ

Client: Defence iQ United Kingdom

Service Overview: Data**Driven** has provided comprehensive consulting services to Defence IQ, focusing on outreach, partnering, and detailed market analysis of the defence industry. Our expertise supports strategic decision-making and enhances market positioning.

Approach:

In-depth analysis of current trends; conducted 20 expert deep-interviews in the Ukrainian defence sector.

Facilitated strategic partnerships to strengthen Defence IQ's presence and impact within the industry.

Achievements:

Provided actionable insights that have directly influenced product development and marketing strategies.

Successfully established and deepened industry partnerships, enhancing Defence IQ's network and influence.

Impact: Our services have enabled Defence IQ to adapt swiftly to changing market dynamics, securing a competitive advantage in the defence industry.

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Deloitte & JICA

Client: Deloitte Tohmatsu Group (Japan) & Japan International Cooperation Agency

Service Overview: Data**Driven** provided comprehensive research and consulting services to a consortium of clients from Deloitte Tohmatsu Group and the Japan International Cooperation Agency, focusing on a business initiative promoting and offering services in the South-East Asian cuisine sector in Ukraine.

Approach:

Conducted an in-depth analysis of market trends in the South-East Asian cuisine sector.

Organised and completed 25 expert interviews with C-level stakeholders to gather industry-specific insights.

Executed a quantitative survey with general population samples in Ukraine through a panel, aimed at validating or disproving hypotheses related to customer habits and preferences.

Analysed behavioural data to identify tailored marketing strategies and consumer mental baskets for efficient business development.

Achievements:

Delivered actionable insights that directly shaped the clients' business development and marketing strategies.

Impact:

Enhanced market entry strategies and optimized marketing efforts, promoting growth and innovation in the South-East Asian cuisine market in Ukraine.

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EBA &
IT Ukraine

Client: European Business Association (EBA) & IT Ukraine Association

Service Overview: Data**Driven** delivered comprehensive research services for the European Business Association and IT Ukraine Association to provide a detailed overview of the cybertech market in Ukraine. The project was supported by USAID and DAI.

Approach:

Conducted an in-depth analysis of current trends in the Ukrainian cybersecurity and cybertech sectors.

Facilitated 30 expert interviews with key stakeholders and industry leaders.

Performed extensive desk research and consulting analysis to develop a strategic, high-level understanding of the market.

Achievements:

Delivered a thorough market overview, including market sizing and projected Compound Annual Growth Rate (CAGR) for the next five years.

Conducted a comprehensive SWOT analysis of the cybersecurity sector.

Developed ecosystem mapping and identified key clusters of players within the market.

Strengthened industry partnerships, enhancing the Associations' engagement with market players.

Impact: Our insights have empowered the European Business Association and IT Ukraine Association to drive informed decision-making, foster collaboration within the sector, and advocate for strategic growth in Ukraine's cybersecurity and cybertech ecosystems.

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National Network of Local Philanthropy Development

Client: National Network of Local Philanthropy Development

Service Overview: Data**Driven** provided end-to-end research services, transforming initial research goals into actionable insights. From defining objectives to delivering final recommendations, the project involved designing tailored solutions, building a robust methodology, setting key hypotheses, executing data collection, and performing advanced analysis to uncover market insights.

Approach:

Conducted in-depth desk research to analyse current trends in philanthropy development.

Organised three Focus Group Discussions (FGDs) with the general population across key regions in Ukraine: North-West Ukraine; South & East Ukraine; Central Ukraine

Collected quantitative data through a survey launched via a panel to gain a high-level understanding of the market.

Achievements:

Delivered a comprehensive market analysis and detailed insights into philanthropy trends.

Enhanced understanding of regional differences and dynamics in local philanthropy.

Strengthened the client's ability to strategize and address key challenges in the sector.

Impact: Our research empowered the National Network of Local Philanthropy Development to make data-driven decisions, refine their strategic initiatives, and foster sustainable growth in local philanthropy efforts across Ukraine.

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