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Analytics and data: BI, ETL, dashboards
Prices 2026 · inreallab

8.1 Web analytics and end-to-end analytics

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Basic Yandex Metrica setup	$130 – $500	**$190**	per project
Advanced goals and events (e-com, dataLayer)	$190 – $750	**from $380**	per project
Dashboards (DataLens/Looker-type)	$380 – $1,500	**from $500**	per dashboard
Web analytics audit	$190 – $650	**$250**	per project
Turnkey end-to-end analytics	light (1–2 channels, call tracking) $380 – $650; full with CRM/telephony/dashboards $1,500 – $3,800 + subscriptions	**from $1,500 (full implementation)**	per project
Call tracking connection	$190 – $500	**$250**	per project
BI dashboard (ROMI/channels/cohorts)	$650 – $6,300	**from $750**	per dashboard
Data engineering: ETL, data cleaning and BI data marts (corporate turnkey BI+ETL from 1 mln+)	$1,300 – $6,300	**from $1,500**	per project
Analytics on a monthly retainer	$190 – $750/month	**$320/month**	per month

> **Platform subscriptions (TCO):** Yandex DataLens — Community free (small/non-commercial), Business ~990/month per active user (cloud), Enterprise on-premise from ~1,6 mln/year. The platform subscription is added on top of the dashboard/analytics setup fee — stated in the quote as "turnkey + subscriptions".

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Turnkey Google Analytics 4 (GA4) setup	$190 – $650	**from $250**	per project
Google Tag Manager setup (container, tags, triggers)	$130 – $500	**from $190**	per project
Server-side tracking (Server-Side GTM, bypassing blockers/ITP)	$380 – $1,500	**from $500**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Enhanced E-commerce setup (product page→cart→payment, dataLayer across funnel stages)	$190 – $750	**from $320**	per project
Micro-conversion tracking (phone/email clicks, form submissions, downloads)	$65 – $250	**from $100**	event pack
UTM tagging and tag templates (generator, naming standard by channel)	$40 – $190	**from $65**	per project
Sending conversions to Yandex Direct (auto-goals, key goals, bid optimisation)	$130 – $440	**from $190**	per project
Offline conversion setup (uploading deals from CRM into Yandex Metrica/Direct)	$190 – $650	**from $250**	per project
CRM integration (amoCRM/Bitrix24) with end-to-end analytics	$250 – $1,000	**from $380**	per project
Turnkey Roistat implementation (end-to-end on the platform)	$380 – $1,300 + subscription from $85/month (Basic ~$110)	**from $500**	per project + subscription
Dynamic call tracking setup (Calltouch/Comagic: number pool, number swapping)	$190 – $500 + software subscription from ~$90/month and number rental ~500/month	**from $250**	per project + subscription
Automated ad spend import via API (Yandex Direct, VK Ads, Telegram Ads)	$190 – $750	**from $250**	per project
BI connector setup (MyBI/Renta/OWOX/Coupler) for data export	$250 – $1,000 + connector subscription ~$20 – $65/month	**from $320**	per project + subscription
Raw data export (Metrica Logs API → ClickHouse/BigQuery)	$500 – $1,900	**from $650**	per project
Attribution model setup (last-click, first-click, linear, data-driven)	$190 – $650 (almost never sold standalone; part of BI/end-to-end)	**from $250**	per project
Cohort and RFM analysis (retention, LTV by cohort)	$250 – $900	**from $380**	per project
Dashboard in Microsoft Power BI (separate platform)	$500 – $2,500	**from $650**	per dashboard
Report/dashboard in Looker Studio (Google Data Studio)	$250 – $1,000	**from $380**	per dashboard
Reporting automation in Google Sheets (connector + pivots)	$190 – $650	**from $250**	per project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
A/B testing setup (Yandex Varioqub: hypotheses, segments)	$190 – $650	**from $250**	per test
Cookie banner and consent mode (collecting consent + correct handover to analytics)	$65 – $320	**from $130**	per project
Alerts and metric anomaly monitoring setup (traffic/conversion drops)	$130 – $440	**from $190**	per project
Marketplace analytics (Wildberries/Ozon: sales dashboard, SKU unit economics)	$380 – $1,500	**from $500**	per project
Training the client's team to work with the dashboard/analytics	$130 – $500	**from $190**	per session

Individual items for this technology

2.1 Web services and portals (B2B / B2C)

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Document flow / EDI module (Diadoc, SBIS), PDF generation	$1,900 – $6,300	**from $1,700**	module
Built-in analytics / BI dashboards inside the portal	$1,900 – $6,300	**from $1,700**	module

2.3 Cloud platforms and subscription products

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
SaaS metrics dashboard (MRR, churn, LTV, cohort analytics)	$1,900 – $6,300	**from $1,800**	module

2.4 CRM: implementing off-the-shelf systems (Bitrix24 / amoCRM) and custom builds

PACKAGE	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
Comprehensive (10+ users)	+ 1C/website integrations, dashboards, procedures	$3,800 – $11,500	**from $3,700**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Setup of reports and dashboards (sales BI analytics)	$190 – $750	**from $190**	project

2.5 ERP and accounting systems

SOLUTION	SCOPE	RUSSIAN MARKET	INREALLAB	UNIT
Turnkey comprehensive ERP	production, logistics, MES, BI	from $75,000	**from $69,000**	project

2.8 Integrations and APIs

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
EDI integration (Diadoc / SBIS / 1C-EDO, automatic document exchange)	$500 – $2,500	**from $500**	each

3.3 Databases

SERVICE	CONTENTS	RUSSIAN MARKET	INREALLAB	UNIT
Data migration / DBMS move	plan, ETL, integrity, replacement with PostgreSQL	$1,900 – $15,000	**from $1,900**	project

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
ETL/ELT pipelines (Airflow / dbt / NiFi)	$1,900 – $10,000	**from $2,300**	project
ClickHouse deployment and setup (analytics, cluster)	$1,900 – $8,800	**from $2,300**	project

3.4 Infrastructure, DevOps, SRE

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Grafana dashboard development / Zabbix setup	$380 – $2,500	**from $600**	project

3.5 Rate card (outstaffing / T&M / dedicated team)

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Data engineer (ETL, data marts, warehouses)	$40 – $70 /hour	**from $45 /hour**	/hour

5.2 UX/UI interface design

SERVICE	WHAT'S INCLUDED	RUSSIAN MARKET	INREALLAB	UNIT
Dashboards / admin panels / BI	metrics visualisation, tables, filters	$2,500 – $15,000	**from $3,800**	project

6.1 Contextual advertising (Yandex Direct)

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Reporting setup / Yandex Direct dashboard (DataLens, Looker Studio)	$130 – $440 RUB one-off dash-board build	**from $190**	one-off

6.2 Targeted advertising

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Paid-social reporting / dashboard	$130 – $440	**from $190**	one-off

6.4 Related services and bundles

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Advertising dashboard (Yandex DataLens / Power BI / Looker)	$250 – $1,000 one-off (+ support)	**from $380**	per project

7.5 Email and messenger marketing

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Email performance report / dashboard	$100 – $380	**from $130**	project

7.7 Turnkey marketplace store management (Wildberries / Ozon / Yandex Market)

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Sales analytics setup (MPStats/Finansist dashboard for the account)	$130 – $500	**from $190**	project

8.4 Ongoing support (retainer) and team

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Outsourced data/BI analyst (retainer)	$1,300 – $3,800/month	**from $1,500/month**	per month

8.5 AI and automation

SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
RPA platform licence (pur-chased by the client)	ROBIN from $2,300/year; PRIMO RPA from $3,800/year	**not included in our price**	per year

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Reporting / dashboard automation (exports to Google Sheets / BI)	$380 – $1,500	**from $440**	per project

8.6 In-house studio products (plans and subscriptions)

SUB-SERVICE	RUSSIAN MARKET	INREALLAB	UNIT
Leak / dark web mention monitoring (retainer)	SMB monitoring/threat intel ~$130 – $500/month; full DRP (Group-IB/BI.ZONE class) — from $650 – $1,300+/month	**from $190/month**	per month

→ Как начать

Бесплатный разбор задачи. До сметы — созвон и разбор: что реально нужно, что можно не делать сейчас, где деньги. По итогу — фиксированная смета, план по этапам и сроки.

- **Оплата поэтапная:** аванс 30–50%, далее по этапам; абонентские услуги — помесячно.
- **Гарантия:** устранение дефектов бесплатно 3–12 месяцев по договору.
- **Скидка за полный цикл:** сайт + маркетинг + поддержка одной командой — скидка на разработку.
- **Срочность:** +20–50% к базовой цене.
- Рекламный бюджет площадок (Директ, VK, Telegram Ads и т.д.) оплачивается площадке напрямую и в стоимость услуг не входит.
- Все цены — стартовые «от», в рублях, без НДС. Итог зависит от объёма, сложности и сроков.

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Цены в рублях, без НДС · действительны в 2026 году
Финальная смета — после бесплатного разбора задачи