

Andrew Boney

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Summary

Senior Data Scientist and Technical Lead with extensive experience in hands-on development and deployment of machine learning systems delivering measurable commercial impact. Expertise in recommendation systems, customer segmentation, and NLP, underpinned by strong proficiency in Python (PyTorch, TensorFlow, scikit-learn), SQL, AWS, and Hugging Face.

Experience

Data Science Manager, Ralph Lauren

07/2022 – Present

Summary

London, UK

Technical lead within the Global CIX team, combining hands-on machine learning development with people leadership. Led delivery of production ML systems across recommendations, customer segmentation, NLP, and customer feedback analytics, driving measurable commercial impact across marketing and e-commerce.

Selected Achievements:

- **Recommendation Engine** — Designed, trained, and deployed a production dual-encoder recommender using Snowflake (data), PyTorch (training), and MLflow (experimentation). Replaced AWS Personalize, delivering a **7% uplift (~\$1.5M incremental revenue)** in A/B testing.
- **Multimodal Product Embeddings (CLIP)** — Fine-tuned CLIP on the internal product catalogue to generate high-quality multimodal embeddings, used for on-site product similarity and as features in downstream ML models.
- **Customer Segmentation** — Engineered behavioural features from transaction history and applied unsupervised clustering. Segments were integrated into CRM personalisation, delivering a **5% uplift (~\$300K incremental revenue)** versus control.
- **NLP & Customer Feedback Analytics** — Built a multilingual, multimodal topic and sentiment pipeline by fine-tuning open-source NLP models on manually labelled customer feedback. Outputs were adopted by marketing and insights teams.
- **Survey & Driver Modelling** — Led the technical design of the internal Customer Voices analytics platform. Built ETL pipelines to link survey responses to customer-level data, and developed models to quantify the impact of key experience drivers (e.g. checkout satisfaction) on overall satisfaction and future spend.
- **Technical Leadership & Management** — Managed one direct report and acted as technical lead for project teams of 4–5. Set coding and deployment standards, established reproducible training pipelines and CI for model artefacts, led code reviews, mentored team members, and ran monthly technical lunch-and-learn sessions.

Data Scientist, Yougov

01/2022 – 07/2022

- Optimised data pipelines and weighting schemas for the Profiles product to improve accuracy and runtime.
- Refactored core R and Python codebases to reduce technical debt and improve performance and maintainability.

London, UK

Data Scientist, Worldpanel by Kantar

04/2018 – 01/2022

Summary

London, UK

Analyst within a market research consultancy, delivering commercial analytics and client-facing insight for grocery retailers and FMCG brands.

Selected achievements:

- Delivered multiple **£100k+ ad-hoc analytics projects** for grocery sector clients, working closely with consultants and client managers.
- Progressed rapidly through the organisation, achieving **two promotions within the first three years**.
- Built product and customer segmentation models combining transactional and survey data; translated outputs into actionable, client-ready recommendations.
- Delivered product performance analysis including promotional campaign evaluation and new product launch assessment for major FMCG clients.

Director, Looe Valley Vineyard Ltd

01/2020 – Present

Part-time business role supporting e-commerce and operations for a family-run vineyard.

- Developed and maintained the business website, online store, and booking system, streamlining tours and direct-to-consumer sales.
- Reviewed sales and financial performance, contributing to long-term planning and strategy.

Education

Economics, University of Exeter. Exeter

07/2017

2:1 Economics BSc

Skills

Programming

Python, R, SQL

MLOps and Data

MLflow, Snowflake, AWS

Machine Learning

Recommendation systems, NLP, customer segmentation, computer vision

Frameworks

PyTorch, TensorFlow, scikit-learn, Hugging Face