

Andrew Boney

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Summary

Senior Data Scientist and Technical Lead with extensive experience driving hands-on development and deployment of Machine Learning systems that deliver measurable commercial impact. Expertise in recommendation systems, customer segmentation, NLP, underpinned by deep proficiency in Python (PyTorch, TensorFlow, Scikit-learn), SQL, AWS, and HuggingFace. Passionate about translating complex data into actionable business impact.

Experience

Data Science Manager

Ralph Lauren

07/2022 - Present

- **Recommendation engine:** Designed, trained and deployed a production dual-encoder model using Snowflake for data, PyTorch for training and MLflow for experiment tracking. Model deployment replaced AWS Personalise and achieved a **7% uplift (~\$1.5M incremental revenue)** in A/B testing.
- **Multimodal embeddings (CLIP fine-tune):** Fine-tuned CLIP on the internal product catalogue to create high-quality product embeddings used for on-site product similarity and as features in downstream models.
- **Customer segmentation:** Engineered features from transaction history and applied unsupervised clustering. Segments were integrated into CRM personalisation and delivered a **5% uplift (~\$300K incremental revenue)** in tests versus control.
- **NLP:** Built a multilingual, multimodal topic and sentiment pipeline by fine-tuning an open-source NLP model on manually labelled feedback. Outputs were used across marketing and insights teams.
- **Technical Leadership:** Set coding and deployment standards, established reproducible training pipelines and CI for model artifacts. Led code reviews, mentored staff and ran monthly technical lunch & learn sessions.

Director

Looe Valley Vineyard Ltd

01/2020 - Present

Business director supporting ecommerce and operations for a family-run vineyard in South-East Cornwall.

- Developed and maintain the business website, online store and booking system, streamlining tours and direct sales.
- Review sales and financial performance and contribute to long-term business planning and strategy.

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.

Data Scientist

Worldpanel by Kantar

04/2018 - 01/2022

- Delivered multiple £100,000+ ad-hoc analytic projects for grocery sector clients, working closely with consultants and client managers.
- Progressed rapidly through the organisation (2 promotions in)
- Built product and customer segmentation models combining transactional and survey data; produced actionable deliverables and presented results to clients.

- Delivered product performance work including promotional campaign analysis and new product launch evaluation for major FMCG clients.
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Skills

Python, R (Programming Language), Artificial Intelligence (AI), HuggingFace, Machine Learning, AWS, Data Science, Data Analysis, Natural Language Processing, Computer Vision

Education

Economics

University of Exeter • Exeter

07/2017

2:1 Economics BSc