



Dániel Békési, PhD

Curriculum Vitae

- Crayon Austria
- daniel-bekesi

About me

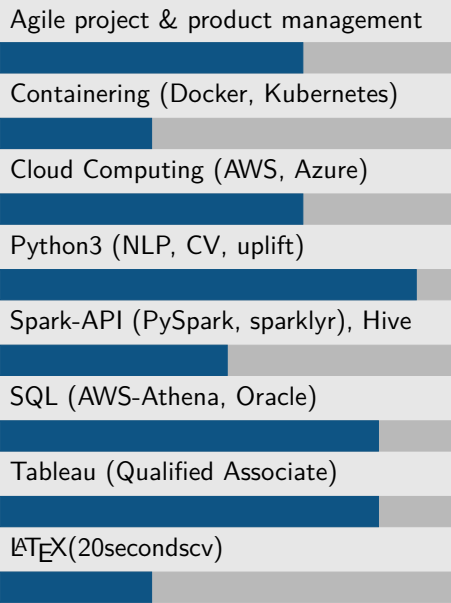
Trained and tested in various domains of data analytics & science. In that vein, well equipped to consult and be a mentor to business professionals seeking high reward from data.

10+ years of experience in transforming data into actionable insights and accepting business-challenges in fast-evolving, data-driven environments.

Creating models makes just as much fun as managing end-to-end agile digital transformation use cases.

"Navigating the digital future" is not just my credo, but also the outcome of my various projects.

Skills*



(*Ranges from Awareness to Expert.)

Experience

- since
Jan. 2022 **AI Product Owner @ Crayon Austria**
- Creating a multi-cloud optimization platform
 - Designing and executing the product roadmap
 - Building strategic relationships with external partners
 - Accountable for maximizing the value delivered by the development team
- May 2019 -
Dec. 2021 **Senior Data Scientist @ Raiffeisen Bank International**
- Driving the development of novel data science solutions (NLP, CV, credit scoring, uplift modelling)
 - E2E responsibility for agile AI & ML projects using the AWS stack
 - Holding internal data science trainings & external conference presentations
 - Grooming the backlog of research use cases
- Oct. 2015 -
Feb. 2021 **External Lecturer @ Wirtschaftsuniversität Wien (WU)**
- Teaching Applied Microeconomics
 - Focusing on customer behavior and market structures
- July 2017 -
April 2019 **Data Scientist @ T-Mobile Austria**
- Designing & creating predictive econometric & ML models (e.g. churn)
 - Co-developing (& owning) the internal Tableau visualizations ecosystem
 - Strategic post-merger data integration projects including Big Data & Oracle
- Oct. 2016 -
June 2017 **Customer Insight Analyst @ T-Mobile Austria**
- Statistical analysis of churn and retention behaviour
 - Advising the executive management with actionable insights
 - EU-wide cooperation with the international insights/ML team
- July 2015 -
Sept. 2016 **Business Data Analyst @ Casinos Austria**
- Advising the executive management by providing predictive data products
 - Forecasting key indicators by applying time series models
- July 2012 -
June 2015 **Teaching & Research Associate @ WU**
- Scientific research project on discrete choice models of customer behaviour
 - Teaching Applied Microeconomics
- Oct. 2011 -
June 2012 **Research project assistant @ WU**
- Contributing to a €1 million EU-wide project funded by the Commission
- Feb. 2011 -
July 2011 **Tutor @ Institute for Econ.Policy and Industrial Economics - WU**
- Assisting the head of institute in the Managerial Economics course

Education

- Oct. 2014 -
June 2015 **Postgraduate training in digital marketing, Budapest College of Communication and Business (FH)**
- Thesis: Improving the forecasting accuracy of consumer behaviour with Google Trends data.
- Oct. 2011 -
April 2015 **PhD (Economics), Wirtschaftsuniversität Wien**
- Dissertation: Essays on food choices: Analyzing heterogeneous individual behavior.
- Oct. 2009 -
Sept. 2011 **MSc (Economics), Wirtschaftsuniversität Wien**
- Specialization: Industrial Economics
- Sept. 2006 -
June 2009 **BA (Applied Economics), Corvinus University of Budapest**
- Sept. 2001 -
June 2006 **Matura (Realgymnasium), Österreichische Schule Budapest**

Languages

English: fluent; German: fluent; Hungarian: native; Italian: basic

Publications & Links

Github Repository: [link](#); Google Scholar Profile: [link](#); WU-Research Repository: [link](#)