

Diego Usai

MARKETING ANALYTICS · CUSTOMER INSIGHT · PREDICTIVE MODELLING · DATA SCIENCE · MACHINE LEARNING · AI

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"Marketing data science expert with nearly two decade of experience in consulting with clients to map their analytics & measurement needs and convert them into strategic solutions that offer actionable insight."

Skills

SOFT SKILLS - Team Leadership and Coaching, Project and Stakeholder Management, Analytics and Insight Generation

ANALYTICS TECHNIQUES - Marketing Mix Models, Multi-touch Attribution Modelling, Incrementality Testing (geo-tests, holdouts, ghost ads), Market Basket Analysis, Structural Equation Modelling, Marketing A/B Testing, Customer Segmentation and Targeting, Media Budget Optimisation, Machine Learning, Time Series Analysis, Demand Forecasting, Propensity Modelling

TOOLS & SOFTWARE - MS SQL Server, PostgreSQL, Google Big Query (front end & nested raw tables), Google Analytics & the wider Google Cloud Platform, R/RStudio, H2O, GitHub, TensorFlow, AWS, Python (Basic), MongoDB (Basic)

DATA VISUALISATION - R Shiny, FlexDashboard, Tableau (Basic), PowerBI (Basic)

Professional Experience

DML Analytics

[Remote, EU](#)

INDEPENDENT MARKETING & CUSTOMER ANALYTICS CONSULTANT

Jul-18 – Present

- Deliver high-level channel insights through bespoke Marketing Mix Modelling (MMM) across industries including e-commerce, banking, and transport, enabling executive teams to reallocate budget toward high-ROI channels and reduce wasted spend by up to 25%.
- Design and analyse Incrementality Experiments (geo-tests, holdouts, ghost ads) for retail and hospitality brands, validating both MMM and MTA results with robust causal evidence, and influencing multi-million budget planning.
- Partner with marketing and finance teams in banking and e-commerce sectors to align measurement frameworks, reconcile conflicting attribution signals, and create unified views of paid and organic growth levers across the customer journey.
- Build customer segmentation frameworks for hospitality and online retail clients using clustering techniques on behavioral and demographic data, enabling personalised messaging strategies and increasing overall marketing effectiveness 35%.
- Create full-funnel customer analytics frameworks for manufacturing and B2B tech firms, connecting digital touchpoints to revenue outcomes using CRM, web, and ad platform integrations — identifying spot bottlenecks (e.g., lots of leads stuck in "MQL" stage) and improving sales pipeline

UnivSense

[Remote, EU](#)

PROPENSITY MODELLING CONSULTANT

Jul-24 – Present

- Supporting the creation of a Gen AI product with customer segmentation and propensity modelling at its core

MOO Print

[London, UK](#)

SENIOR ANALYTICS MANAGER

May-22 – July-23

- Leading a team of 3 analysts to support analytic work-streams across brand marketing, CRM, and performance marketing - Optimised media spend leading to average ROMI lift of 5% to 18%
- Responsible for designing and implementing measurement frameworks to support data-driven decisions across marketing effectiveness, customer segmentation & profiling, and product performance
- Establish strategic partnerships with channels and advertising partners (e.g. Facebook, Google) to define, execute and deliver a Test and Learn road map and use insight to influence marketing decisions across the business

Reach plc

[London, UK](#)

MARKETING ANALYTICS LEAD

June-20 – Apr-21

- Providing advanced marketing, advertising technology, and customer analytics solutions to drive strategic decisions and ensure that the organisation gains a competitive advantage from data
- Shape strategic & analytics road-map (6-12-month) to support life-cycle of new products & services (OK! Beauty Box, Energy Switch Partnership, Team Dog) - Identify & manage all data feeds to build & update multi-touch attribution (MTAs) models - Align insights from MTAs with pricing & promotions to optimise marketing efforts - 10% to 15% improvement on revenue targets
- Ad-hoc support for new products-services | Conversion Funnel - Investigate online user behaviour to streamline sign-up process and optimise conventions | Revenue Forecast - Use historic sales data to estimate price elasticity & optimal discount rates | Churn - A/B testing to evaluate effectiveness of churn prevention initiatives - Churn reduction of 5% to 10%

Ebiquity plc

London, UK

DIGITAL DATA MANAGER

Feb-17 – Jun-18

- Lead and mentor a team of 3 Data Analysts to deliver ad-hoc analysis as well as more holistic customer segmentation projects
- Use a combination of R and SQL to gather, cleanse and reconcile data from various sources (Ad Server, Third-party Verification, Google Analytics, Shareable Analytics, etc) to support customer-level analysis, reporting and tracking, and help clients identify new opportunities
- Develop and maintain R Shiny dashboards to visualise to monitor clients KPIs and conduct regular market trend analysis
- Use Structural Equation Modelling in R for Social Sentiment Analysis to assess impact of Paid, Owned and Earned media mix on social consumer sentiment for Subway restaurants chain, resulting in a 7% improvement in overall budget allocation

Ebiquity plc

London, UK

SENIOR ANALYTICS CONSULTANT

Apr-13 – Jan-17

- Lead consultant across national and international clients, working collaboratively with stakeholders to understand issues, translate them into insight briefs, conduct in-depth analysis, and use results to shape strategy
- Work with RIAS Insurance stakeholders across several business units to identify business relevant customer segments, carry out analysis to understand and improve customer acquisition, value management and retention, and generate cross sell and up-sell opportunities
- Use SQL and R to collect and compile structured and unstructured data from various sources to run bespoke analysis and generate insight
- Run media budget optimisation & what-if scenarios to produce KPI forecasts based on optimised budget - ROI lift of 5% to 25%
- Work with stakeholders to design, execute and analyse results of several online and offline media testing to answer clients' specific questions

Neustar MarketShare

London, UK

MARKETING SCIENTIST

Feb-13 – Mar-13

- Develop estimation algorithms for marketing response models to implement in MarketShare proprietary modelling and optimisation platforms

Annalect

London, UK

CONSULTANT ANALYST

Feb-12 – Jan-13

- Lead consultant responsible for scoping out, setting up and delivering a brand new marketing response offering for Sainsbury's retail, leading to a 5% overall ROI boost
- Contributing author to the Silver Award Winning IPA 2012 Effectiveness Paper "Waitrose: The best ever Christmas"

Gain Theory, Publicis Groupe, Havas Media

London, UK

ANALYST, SENIOR ANALYST, ANALYTICS DIRECTOR

Apr-06 – Jan-12

- Providing bespoke analysis to international clients across transport, retail, financial services, e-commerce

Various Companies

London, UK

VARIOUS ROLES

Mar-01 – Mar-06

- Non-analytical roles

Education

Business Science University

Online

APPLIED DATA SCIENCE AND MACHINE LEARNING FOR BUSINESS

2018 – 2022

- Project-based online learning with a strong focus on Applied Business Analytics, combining course work with end-to-end Data Science Projects to develop a comprehensive skills set that blends Applied Analytics, advanced Machine Learning and Business Consulting

The Johns Hopkins University

Online

DATA SCIENCE SPECIALISATION VIA COURSERA

2016 – 2017

- Selected units taken from this 10-course programme -> R Programming, Getting and Cleaning Data, Exploratory Data Analysis, Reproducible Research, Statistical Inference, Practical Machine Learning, Developing Data Products

Birkbeck, University of London

London, UK

MSC, ECONOMICS

2005 – 2006

- Grade: Distinction
- Core modules in microeconomics, macroeconomics, econometrics, and quantitative techniques
- Further focus on advance econometrics and behavioural economics

Birkbeck, University of London

London, UK

PGDIP, ECONOMETRICS AND QUANTITATIVE ECONOMICS

2003 – 2004

- Grade: Distinction
- Training in advanced econometric theory and application
- Collect and process economic data - Apply a wide range of estimation techniques, interpret and evaluate results - Present an analysis and conclusions in written reports

Università degli Studi di Cagliari

Cagliari, Italy

LAUREA IN ECONOMICS AND STATISTICS

1995 – 2000

- Grade: 1:1 Honors Degree Equivalent
- Modules including Microeconomics, Macroeconomics, Statistics, Econometrics, Game Theory, Industrial Organisation
- Dissertation - "Non-linear Econometric Models: an Application to Modelling and Forecasting GDP"