Diego **Usai**

CUSTOMER INSIGHT · BUSINESS ANALYTICS · DATA SCIENCE · MACHINE LEARNING · DATA PRODUCTS · R · SQL

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"Marketing science expert with over a decade of experience in consulting with clients to map their measurement needs and convert them into strategic analytical solutions that offer actionable insight."

Skills

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

ANALYTICS TECHNIQUES - Multi-touch Attribution Modelling, NLP/Text Analysis, Market Basket Analysis, Structural Equation Modelling, A/B Testing, Customer Segmentation and Targeting, Marketing Response Modelling, KPIs Optimisation, Statistical Learning, Machine Learning, Time Series Analysis, Econometrics/Media Mix Models, 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

Entain   *London, UK*
SENIOR MARKETING ANALYST   *May-21 – Present*
- Leading a team of 2-3 marketing analysts to support several Entain brands on a global scale and advise on most effective way to spend our 6-digit marketing budget
- Generate key insight from existing Data Driven Attribution models (in GCP via BQ) to challenge current budget allocation across Brand, Acquisition and Retention campaigns - Optimised media spend leading to average ROMI lift of 5% to 18%
- Develop partnerships with strategic 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   *Aug-20 – Apr-21*
- Responsible for 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 (with R, SQL, GCP, GA/BQ) 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 (in GCP using R) | Revenue Forecast - Use historic sales data to estimates price elasticity & optimal discount rates (in R) | Churn - A/B testing to evaluate effectiveness of churn prevention initiatives (in GCP using R) -> Churn reduction of 5% to 10%

Self-employed   *London, UK*
CUSTOMER INSIGHT AND MARKETING ANALYTICS CONSULTANT   *Jul-18 – Jul-20*
- Working on Customer Insight, Business Intelligence and Marketing Analytics projects

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, Shareablee 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

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
- With a road map shaped by the 80/20 Pareto principle, you acquire working knowledge of platforms, skills and technologies that enable to answer complex questions, fast!

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

Mango Solutions
London, UK

Data Science Training *2015 – 2015*

- 5-day Data Science Training focused on R and the RStudio IDE

Università degli Studi di Cagliari
Cagliari, Italy

Laurea in Economics and Statistics, 1:1 Honours Degree Equiv. *1995 – 2000*

- Part Time, specialised in Time Series Econometrics and Forecasting
- Modules including Microeconomics, Macroeconomics, Statistics, Econometrics, Game Theory, Industrial Organisation
- Dissertation - "Non-linear Econometric Models: an Application to Modelling and Forecasting GDP"

Selected Portfolio Projects

Market Basket Analysis
CLICK LINK TO PROJECT

Winter 2019

- Multi-Parted Project - Part 1: explore and cleanse a dataset suitable for modelling with recommendation algorithms - Part 2: fit various Product Recommendation models with the recommenderlab R package - Part 3: select best performing model to implement a Shiny Web Application

Time Series Machine Learning Analysis and Demand Forecasting
CLICK LINK TO PROJECT

Autumn 2019

- Build a time series machine learning pipeline and generate a weekly revenue forecast
- Carry out an exploratory time series analysis with TSstudio and use insight to create a number of predictors. Then train and validate an array of machine learning models with H2O and compare models' accuracy using performance metrics and actual vs predicted plots

Propensity Modelling to Estimate Likelihood to Purchase a Financial Product
CLICK LINK TO PROJECT

Spring 2020

- Multi-Parted Project - PART 1: use results and insights from extensive data exploration to prepare data for analysis - PART 2: estimate several models and assess performance with model-agnostic methodology that enables to compare "glass-box" and "black-box" models - PART 3: fit one final model combining findings from exploratory analysis and insight from models' selection and use it to run a revenue optimisation

K-Mean Clustering for Customer Segmentation
CLICK LINK TO PROJECT

Spring 2019

- Use K-Means clustering algorithm to segment customers based on their response to marketing campaigns
- Data includes sales promotion for a fictional wine retailer (including wine variety, minimum purchase quantity, percentage discount, and country of origin) and information on customers and the promotions they responded to