DIEGO USAI

Customer Insight | Business Intelligence | Data Science

Experienced Analytics Professional, Consultant and Data Manager with expertise in Project Management, Team Leadership and Stakeholder Management, and an insatiable curiosity about how to use data to inform business decisions

💼 PROFESSIONAL EXPERIENCE

Jul-18 – Present

Self-employed
Data Scientist 📍 London, UK
- Working on **Analytics and Machine Learning** projects (see Portfolio)
- Publish technical articles on **Towards Data Science**
- Complete **Business Science University** courses (see Education)

Mar-19 – Present

Medium - Towards Data Science
Technical Writer 📍 Online
- Publishing articles covering topics in Machine Learning, Business Intelligence, Customer Behaviour and Insight, Data Collection & Wrangling, Segmentation & Cluster Analysis, and more to come!

Feb-17 – Jun-18

Ebiquity plc
Digital Data Manager 📍 London, UK
- Lead and mentor a team of 3 Data Analysts
- Collect and maintain data from various sources (Ad Server, Third-party Verification, Google Analytics, Shareablee Analytics, etc) to analyse and present to clients to automotive, banking and e-commerce clients
- Develop and maintain **R Shiny dashboards** to visualise large amount of sales and online marketing data and conduct regular market trend analysis and reporting
- 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

Apr-13 – Jan-17

Ebiquity plc
Senior Effectiveness Consultant 📍 London, UK
- Lead consultant across national and international clients, working collaboratively with stakeholders to understand issues, translate them into insight briefs, and use results to shape strategy
- Work with **RIAS Insurance** stakeholders across several business units to identify business relevant customer segments, carry out time series analysis to understand key drivers of customer acquisition and retention for each segment, and use learnings to inform future strategies
- 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 **portfolio optimisation** and **what-if scenarios** to produce sales forecast based on optimum marketing budget allocation
- Work with stakeholders to design, execute and analyse results of several online and offline **media testing** to answer clients' specific questions

Feb-13 – Mar-13

Neustar MarketShare
Marketing Scientist 📍 London, UK

CONTACT INFO

✉ diegousaiuk@gmail.com

in LinkedIn

🌐 Portfolio

Ⓜ Towards Data Science

⦿ github

SKILLS

Analytics & Insight Generation

Data Reporting & Visualisation

Team Leadership & Coaching

Project & Stakeholder Management

Business Intelligence & Marketing Analytics

Customer Segmentation & Targeting

Wrangle large structured & unstructured data with R & SQL

Working knowledge of supervised & unsupervised ML techniques: regression, classification, clustering, time series analysis, recommender systems, sentiment analysis, neural networks

Basic Python, VBA, Tableau

Feb-12 – Jan-13

Annalect
Consultant Analyst   📍 London, UK

- Lead consultant responsible for scoping out, setting up and delivering a brand new marketing mix model offering for **Sainsbury's** retail
- Contributing author to the **Silver Award Winning** IPA 2012 Effectiveness Paper *"Waitrose: The best ever Christmas"*

Sep-10 – Jan-12

Havas Media Group
Effectiveness Director   📍 London, UK

Aug-08 – Aug-10

Publicis Groupe
Senior Econometric Analyst   📍 London, UK

Apr-06 – Jul-08

Gain Theory
Analyst   📍 London, UK

🎓 EDUCATION

2018– 2019

Business Science University
Business Analysis with R (101-R)   📍 Online

- A data science for business course focused on clean, join, manipulate and visualise data with the **Tidyverse** suite and the **Recipes** package, modelling with **Parsnip** and reporting with **RMarkdown**

2018– 2019

Business Science University
Data Science for Business (201-R)   📍 Online

- A data science for business course focused on solving a real-world churn / binary classification problem
- Modelling & performance analysis with **H2O AutoML** and **LIME**, link **Machine Learning** to **Expected Financial Performance** and develop a recommendation algorithm from scratch

1994– 2000

Università degli Studi di Cagliari
Laurea in Economics & Statistics, 1:1 Honours Degree Equiv.   📍 Italy

- Part Time, specialised in Time Series Econometrics & Forecasting
- Dissertation - *"Non-linear Econometric Models: an Application to Modelling and Forecasting GDP"*

📄 SELECTED PROJECTS

2019

Modelling with Tidymodels and Parsnip - A Tidy Approach to a Classification Problem
I this project I use R tidymodels to create and execute a "tidy" modelling workflow to tackle a classification problem

2019

K-Mean Clustering for Customer Segmentation
I use K-Means clustering algorithm to segment customers based on their response to marketing campaigns

2019

Market Basket Analysis with RecommenderLab
Second of a three part Market Basket Analysis in which I use RecommenderLab to fit various machine learning algorithms for Product Recommendation and then select the best performing model