Diego **Usai**

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"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."

Skills

Analytics and Insight Generation | Data Reporting and Visualisation | Team Leadership and Coaching | Project and Stakeholder Management | Marketing Analytics and Business Intelligence | Customer Segmentation and Targeting | Wrangle large structured and unstructured data with R and SQL | Working knowledge of supervised and unsupervised ML techniques: regression, classification, clustering, time series analysis, recommender systems, sentiment analysis, neural networks | Basic Python, VBA, Tableau

Professional Experience

Self-employed   *London, UK*
Data Scientist   *Jul-18 – Present*
- Working on Analytics and Machine Learning projects (see Portfolio)
- Publish technical articles on Towards Data Science
- Complete Business Science University courses (see Education)

Medium - Towards Data Science   *Online*
Technical Writer   *Mar-19 – Present*
- Publishing articles covering topics in Machine Learning, Business Intelligence, Customer Behaviour and Insight, Data Collection and Wrangling, Segmentation and Cluster Analysis, and more to come!

Ebiquity plc   *London, UK*
Digital Data Manager   *Feb-17 – Jun-18*
- 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
- 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

Ebiquity plc   *London, UK*
Senior Effectiveness Consultant   *Apr-13 – Jan-17*
- 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

Neustar MarketShare   *London, UK*
Marketing Scientist   *Feb-13 – Mar-13*
- Develop estimation algorithms for market response models and implement them into 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 mix model offering for Sainsbury's retail
- Contributing author to the Silver Award Winning IPA 2012 Effectiveness Paper "Waitrose: The best ever Christmas"

Havas Media Group   *London, UK*
Effectiveness Director   *Sep-10 – Jan-12*
- Conduct time series analyses to understand role of key business drivers for national and international clients in transport, retail and hospitality

Publicis Groupe
London, UK

SENIOR ECONOMETRIC ANALYST
Aug-08 – Aug-10

- Construct econometric models to understand the influence of advertising and marketing on consumer behaviour and assess efficiency of media communication strategies

Gain Theory
London, UK

ANALYST
Apr-06 – Jul-08

- Building bespoke marketing mix models to measure the sales effectiveness of media and marketing activities, gaining understanding of brand performance and quantify ROIs for financial, telecommunication, and e-commerce clients

Various Companies
London, UK

VARIOUS ROLES
Apr-06 – Jul-08

- Non-analytical roles

Education

Business Science University
Online

BUSINESS ANALYSIS WITH R (101-R)
2018 – 2019

- A 7-week 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

Business Science University
Online

DATA SCIENCE FOR BUSINESS (201-R)
2018 – 2019

- A 10-week data science for business course focused on solving a real-world churn / binary classification problem
- Modelling and performance analysis with H2O AutoML and LIME, link Machine Learning to Expected Financial Performance and develop a recommendation algorithm from scratch

Mango Solutions
London, UK

DATA SCIENCE TRAINING
2015 – 2015

- 5-day Data Science Training focused on R and the RStudio IDE
- Topics covered: Syntax and use of the R language, data objects, R functions and how to write your own R functions, import and manupulate data with dplyr and tidyr, graphical representation with ggplot2, overview of several statistical methods, R Markdown to create dynamic documents, R Shiny to create interactive web applications

Università degli Studi di Cagliari
Cagliari, Italy

LAUREA IN ECONOMICS AND STATISTICS, 1:1 HONOURS DEGREE EQUIV.
1994 – 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 Projects

Market Basket Analysis
Link to Project

WINTER 2019

- Second of a three part Market Basket Analysis
- 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 and select the best performing model
- Part 3: implement the best performing model in a Shiny Web Application

K-Mean Clustering for Customer Segmentation
Link to Project

SPRING 2019

- I 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

Modelling with Tidymodels and Parsnip - A Tidy Approach to a Classification Problem
Link to Project

SUMMER 2019

- In this project I use R tidymodels to create and execute a "tidy" modelling workflow to tackle a classification problem
- I fit a simple logistic regression in R's glm to switch to a cross-validated random forest with ranger by changing only a few lines of code

Additional Information

- – **Nationality:,** Dual British & Italian
- – **Language Skills:,** fluency in English, Italian and Spanish
- – **References:,** Available on Request