

# FEDERICA DANI

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## EDUCATION

### UNIVERSITY COLLEGE LONDON

*Master of Science in Data Science and Machine Learning - Distinction*

*Core modules: Supervised and Unsupervised Learning, DL, NLP, Machine Vision, Bayesian Reasoning, Agentic AI*

London, UK

Sep 2024 – Sep 2025

### UNIVERSITA' CATTOLICA DEL SACRO CUORE

*Master of Science in Statistical Sciences for Business & Economics. Final grade: 110/110*

*Bachelor of Science in Economics and Management. Final grade: 110 cum Laude/110*

Milan, Italy

Sep 2019 – Sep 2021

Sep 2016 – Sep 2019

## WORK EXPERIENCE

### PWC S.P.A.

*Junior Consultant – Data Science & AI Strategy team*

Milan, Italy

June 2022 – Dec 2024

- *Fashion sector – Personalization:* Developed a personalized newsletter system for a major client using Python (NLP, clustering, churn prediction, content-based filtering). Applied A/B testing to iteratively refine design in response to real-time user feedback. The solution increased engagement and customer satisfaction by catering to individual interests effectively.
- *Fashion sector – Customer experience:* Led an internal project for the development of two chatbots agents (OpenAI GPT, Google Cloud Platform's Dialogflow) for e-commerce: one to streamline purchases, and the other for document retrieval. Significantly improved search efficiency and user experience, contributing to winning a client with a Mark. Cap of EUR 7.05B.
- *Retail sector – Churn Prediction:* Built a churn prediction model (Python) for an international client, analyzing a 20+ years dataset to identify at-risk customers and support CRM retention strategies. Delivered insights through dashboards (Power BI, matplotlib), guiding data-driven marketing decisions.
- *Banking sector – Impact Analysis:* Worked in a 5-member team on a 12-month project for a banking client (Market Cap EUR 45.4B), designing algorithms to assess the social impacts of customer initiatives. Built SAS Viya interactive dashboards to track key KPIs. These efforts automated indicator computation, enhancing decision-making, and earning the client's trust.

### ACCENTURE S.P.A.

*Strategy & Consulting Intern*

Milan, Italy

May 2021 – Oct 2021

- *Assurance sector – Optimization:* Supported a team of 6 in restructuring internal workflows for an insurance company (Mark. Cap EUR 84B), streamlining over 20 steps across 3 business units. Improved ticket fulfilment efficiency and contributed to IT system redesign and project governance, ensuring successful results delivery and exceeding client expectations.

## PROJECTS

### BODYMETRICS S.P.A.

*UCL Research Project*

London, UK

Jan 2025 – Sep 2025

- *Beauty sector – Personalization:* Collaborated with a 6-member startup team to advance personalization in the beauty and fashion sector. Built a skin-condition classification model from close-up facial images as the basis for a customized skincare recommendation. Applied cutting-edge Foundation Models (DINO2, Google Derm Foundation, PanDerm) and diffusion methods for image augmentation, addressing challenges of small and imbalanced datasets while ensuring fairness and model robustness. The project demonstrated the real-world potential of Generative AI for reliable personalized skincare solutions.

### BOSTON SCIENTIFIC S.P.A.

*UCSC Research Project*

Milan, Italy

Mar 2021 – May 2021

- *Healthcare – Predictive Analysis:* Analysed +300K records using Python (OLS modules, CART, scikit-learn, NumPy, Seaborn, and Matplotlib) to optimize departmental performance and resource allocation, delivering insights that improved informed commercial strategy.

## SKILLS, ACTIVITIES & INTERESTS

**Technical Skills:** Python, R, SAS, SQL, Power BI, MS Suite, Google Suite, Cloud platforms (GCP, AWS, Azure). **Operating systems:** MS Windows, OS, Linux.

**Languages:** Italian (native), English (fluent), French (conversant).

**Interests:** Behavioral science, neuroscience, languages, cultural exchange, emerging fashion and technology trends, travel, skiing, dancing, and snorkeling.

**Extracurriculars & Awards:** *International volunteering* – English teacher to primary school, Bali (2025). Stanford University International Honors Program scholarship (2019). Member of PwC **Diversity & Inclusion Team** (2023–2025). STEM Tutor & Presidential Team member, UCSC (2019–2022). **Year Abroad** (12<sup>th</sup> level), Michigan, USA (2015). Certificate of outstanding attendance. *Dance* – Competitive level.

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