

GIUSEPPE INCARDONA

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SKILLS

- **Programming Languages:** Python, R, SQL
- **Programming Frameworks:** Scikit-Learn, TensorFlow, PyTorch, XGBoost, Pandas, Numpy
- **Data Visualisation:** Tableau, PowerBI, Matplotlib, Seaborn, Shiny, ggplot2 (R)
- **Technologies:** Natural Language Processing (NLP), Deep Learning, Statistical Modeling, Git, Linux
- **Languages:** Italian (Native), English (Fluent), French (Intermediate)
- **Professional Certificates:** Microsoft Office Specialist: Word expert and Excel expert (Office 2019)

WORK EXPERIENCE

SOHO HOUSE UK LTD

London, UK

F&B Data Analyst

May 2022 – Jun. 2023

- Leveraged Google Trends, Google Keywords and Google Analytics to identify and track consumer interest in seasonal dishes, applying normalisation techniques with Scikit-Learn for accurate comparison. Strategically tailored menu and marketing efforts, significantly enhancing customer engagement and increasing seasonal sales by 15%
- Developed a predictive churn model that decreased churn by 10% and enhanced member satisfaction, by integrating and managing over 2GB of KPI data across all company stores using and used Tableau for advanced data visualisation
- Executed detailed cluster analyses using KMeans, Affinity Propagation and MeanShift algorithms to refine customer segmentation and marketing strategies, leading to significant improvements in operational efficiency and customer engagement

ALKEMY

Milan, IT

Junior Data Scientist

May 2018 – Mar. 2021

- Administered data cleaning and organisation processes for over 200 startup companies, 64% of the total dataset, optimising data quality for more effective outreach and engagement strategies
- Identified most profitable seasonal sales occasions driving marketing efforts using Google Trend, Google Keywords and Google Analytics. Normalised data with Scikit-Learn to compare multiple seasonal special occasions keywords overcoming Google Trend limit to 5 keywords at once
- Developed a recommendation engine using collaborative filtering (matrix factorisation) and NLP to improve semantic understanding to predict customer preferences, personalising content and increasing average order size by 7% through dynamic product recommendations

INTESA SANPAOLO GROUP

Milan, IT

Business Analyst Apprentice

Feb. 2016 – Mar. 2018

- Enhanced risk assessment processes by introducing innovative, risk-adjusted profitability metrics for various financial instruments, achieving a 15% increase in accuracy for profitability assessments of derivatives, bonds, stocks, and funds, and a 20% reduction in operational risks across major investment portfolios through the integration of advanced quantitative models in compliance with Banking Supervision Regulations
- Spearheaded a data analysis initiative that improved data consolidation and analysis efficiency by 20% by extracting and integrating datasets using SQL Server Management Studio, organising them into a centralised client database, and enhancing data retrieval speed by 25%, thereby enabling faster, informed decision-making by management

EDUCATION

BAYES BUSINESS SCHOOL (formerly CASS)

London, UK

MSc in Business Analytics

Exp.: Aug. 2024

- Relevant modules: Applied Natural Language Processing, Analytics Methods for Business, Applied Deep Learning, Applied Machine Learning, Applied Research Project
- Distinction predicted

UNIVERSITY OF GREENWICH

London, UK

BA Hons Hospitality Management

Sep. 2020 – Jun. 2023

- Relevant modules: Marketing for Tourism and Hospitality, Entrepreneurship in Tourism and Hospitality, Digital Tourism Management, Innovation and Business Planning, Dissertation
- 1st Class Honours, Recipient of 'The Management & Marketing School Prize for the best Undergraduate Project'