

# GIUSEPPE INCARDONA

Tel: +44 7730712857 | E-mail: [giuseppe961996@hotmail.com](mailto:giuseppe961996@hotmail.com) | LinkedIn | GitHub

## SKILLS

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- **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

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### 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, optimizing 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. Normalized 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

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### 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'