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. Applied normalisation techniques using Scikit-Learn for accurate comparison, strategically tailored the 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. Utilised Tableau for advanced data visualisation
- Executed detailed cluster analyses using KMeans, Affinity Propagation, and MeanShift algorithms to refine customer segmentation and marketing strategies. This led 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
- Collaborated within a data science team for the implementation of an NLP-based Sentiment Analysis Model using LSTM neural networks to automatically evaluate customer sentiments from reviews and social media, driving targeted improvements in customer engagement and satisfaction for our clients
- 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'