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 32%
- Executed detailed cluster analyses using K-Means, Affinity Propagation and MeanShift algorithms to refine customer segmentation and marketing strategies, resulting in a 24% improvement in operational efficiency and customer engagement. Enhanced insights through the use of Tableau for interactive data visualisation
- Developed a predictive churn model employing Recurrent Neural Networks, utilising over 2GB of member transaction data across all company houses, which decreased churn by 26% and enhanced member satisfaction

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) using Python and SQL to enhance data quality for outreach and engagement strategies. Generated reports on sales, customer profiles and products using Excel and Power BI, delivering key insights to senior management supporting strategic decisions
- Partnered with the data science team to create an NLP-driven sentiment analysis model using LSTM neural networks, allowing our clients to automatically analyse customer sentiments from online reviews and social media, thereby enhancing targeted customer engagement and satisfaction
- Engineered customised product recommendation engines for our clients utilising collaborative filtering (matrix factorisation) and natural language processing techniques to enhance semantic analysis, accurately predicting customer preferences. This system personalised content delivery, resulting in a 15% increase in average order size via dynamic product recommendations

INTESA SANPAOLO GROUP **Milan, IT**
Business Analyst Apprentice *Feb. 2016 – Mar. 2018*

- Enhanced risk assessment methodologies by introducing innovative, risk-adjusted profitability metrics for derivatives, bonds, stocks and funds, resulting in a 15% improvement in accuracy for profitability assessments. Integrated advanced quantitative models to reduce operational risks by 21% for major investment portfolios, ensuring alignment with Banking Supervision
- Spearheaded a data analysis initiative that improved data consolidation and analysis efficiency by 35% by extracting and integrating datasets using SQL Server Management Studio, organising them into a centralised client database, and enhancing data retrieval speed by 28%, 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'