

# GIUSEPPE INCARDONA

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## 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

*F&B Data Analyst*

**London, UK**

*May 2022 – Jun. 2023*

- Utilised Google Trends, Keyword Planner and Analytics to gauge interest in seasonal dishes and drinks. Employed Scikit-Learn for data normalisation and developed a random forest regression model to forecast sales volumes. This guided strategic updates to the F&B menu and optimised marketing campaigns, leading to a 32% increase in seasonal revenue
- 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 conversion rates. 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 branches, which decreased churn by 26% and enhanced member satisfaction

### ALKEMY

*Junior Data Scientist*

**Milan, IT**

*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
- Interviewed clients to identify shortcomings of their existing CRM systems and collaborated with the data and analytics team to develop NLP-driven sentiment analysis models using LSTM neural networks. This enabled automatic analysis of 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

*Business Analyst Apprentice*

**Milan, IT**

*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

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### BAYES BUSINESS SCHOOL (formerly CASS)

*MSc in Business Analytics*

**London, UK**

*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

*BA Hons Hospitality Management*

**London, UK**

*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'