

giacomoclemente

business intelligence



info

born in Italy
on January, 14th 1985

















website

 clemeg.github.io

languages

Italian *mother tongue*
English *advanced (C1)*
French *commercial (B1)*
Russian *moderate (A2)*
German *basic*
Japanese *basic*

tech skills

 Mac  Linux server
 Windows  MS Office
 Tableau, MS PowerBI
 Python  R, SPSS
 Analytics, BigQuery
 Amazon Web Services
 PostgreSQL, MySQL,
Redshift, HPE Vertica,
Yandex ClickHouse
 MicroStrategy
 Shell  LaTeX
 HTML5  CSS3
 JavaScript

work experience

2017–now

SHOPFULLY INTERNATIONAL GROUP

Milan, Italy

Data Scientist

Applying Data Science (DS) methodologies to provide advanced Business Intelligence (BI) reports and insights to internal stakeholders.

Main activities:

- Providing insights to the Finance department and the business units of Marketing Strategy and Marketing Operations.
 - Analysis of user KPIs: churn, conversion rate, engagement, cohorts.
 - Analysis of conversion uplift brought by advertisement campaigns
 - Using Artificial Intelligence (AI) to maximize digital reach without affecting existing penetration (project: "Switch Paper to Digital")
- Creation of a user-profiling database for segmented advertisement targeting (implemented on AWS cloud infrastructure, using multiple, automated layers of data processing and machine learning)
- Restructuring of the customer-analytics reporting system, to integrate additional, profile-based user insights (e.g. socio-demo, geo, interest)

Tools/Skills: Tableau, Pentaho BI, PostgreSQL, R, Python, Docker, Git, AWS

2014–2017

DAWANDA GmbH.

Berlin, Germany

Head of Business Intelligence (started as: BI Architect)

Management of the Data Analysis and of the Data Engineering teams (5 people). Ownership of the BI data-pipelines: automated data collection, processing, KPI tracking and reporting using interactive dashboards. Project management and stakeholder interaction was based upon the DSDM Atern agile framework.

Main achievements:

- Team management, goals and tasks definition, hiring, C-level reporting
- Data-driven decision making
 - In-depth analysis and forecasting of the main business KPIs through statistical analysis (e.g. correlation, regression, clusterization)
 - Main role in defining the quarterly Company objectives
- Management of the BI Data Warehouse
 - ETL development of new tables and OLAP cubes (e.g. sales, revenues), integration of Google Analytics and BigQuery
- Users training, troubleshooting and support

Tools/Skills: Pentaho BI (PDI/Kettle, CTools, Mondrian), E-R modeling, SQL, Bash scripting, Tableau, HTML5, CSS3, JavaScript, Git, Linux server

2013–2014

SDA BOCCONI SCHOOL OF MANAGEMENT

Milan, Italy

Researcher @ LearningLab

Data analysis and reporting for financial institutions and major companies. Development of web-based platforms and media packages for online learning.

Tools/Skills: LaTeX, SAS, SPSS, Tableau, CMS (e.g. WordPress), e-learning

2013–2014

BOCCONI UNIVERSITY

Milan, Italy

Teaching assistant

Development of the "classroom of the future" project.

Tools/Skills: FinalCut Pro X, augmented reality, interactive whiteboard

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education

- 2011–2013 **MASTER OF SCIENCE** Milan, Italy
Bocconi University - Economics and Management of Innovation & Technology
- 2003–2011 **BACHELOR OF ENGINEERING** Bari, Italy
Bari Polytechnic University - Computer Engineering

activities

- 2015 **BUSINESS INTELLIGENCE CONSULTING** Remote work, Germany/Italy
Data analysis and reporting (using MicroStrategy) for a medium-sized company, located in Southern Italy, operating in the lubricants B2B sector.
- 2014 **GIM PROJECT** MET Fund, Worldwide
Supervision and evaluation of international teams of students from four world-class business schools: SDA Bocconi (Milan, Italy), ESADE (Barcelona, Spain), NYU Stern (New York, USA) and Sogang (Seoul, South Korea). The project was sponsored by the GMAC (the committee managing the GMAT test).
- 2013 **ICIS CONFERENCE** Milan, Italy
Design and development of an event-support system, consisting of an event control system, an update service and QR-code based WiFi access. The ICIS conference is the world's most important event on information systems.
- 2012 **ERASMUS PROGRAM** Chalmers T. Högskola, Göteborg, Sweden
One study semester abroad at Chalmers University of Technology in Göteborg, ranked as one of the best Universities in Europe, and 1st in Sweden. Study topics: Project Management, Business Strategy, Intellectual Property.

projects

Low-cost web-server with RaspberryPi, Linux, NGINX and SQLite
Home surveillance system with RaspberryPi, open source software and wireless cameras
Low cost data warehouse with RaspberryPi 2 and PostgreSQL
Domotics/home automation with RaspberryPi 2 and wireless sensors

interests & other

professional interests: business strategy, artificial intelligence
personal hobbies: cooking (patisserie), photography, foreign languages

European driving license for cars and small motorcycles.
References upon request.

Last updated: October 2018 - I share this CV along with permission to use my personal information in accordance with the Italian Law (D. LGS. 196/2003)