

# giacomoclemente

business intelligence



## info

born in Italy  
on January, 14<sup>th</sup> 1985
















## website

 [clemeg.github.io](https://github.com/clemeg)

## 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 1<sup>st</sup> 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)